

Syria insists on Israel pullback before attending ME peace parley

By ANAN SAFADI
Middle East Affairs Correspondent

Syria has informed the U.S. that the Soviet Union that it is not attending an UN Security Council for an Israeli withdrawal to pre-1967 War frontiers before attending any new Middle East peace talks.

Well-informed foreign diplomatic sources said that Syria wanted the call for the Israeli withdrawal as well as for the recognition of national rights of the Palestinian people to constitute a supplement to resolutions 242 (of 1967) and 338 (of 1973) which have governed Middle East peace.

He sources said that the Syrian was stressed in recent communication between President Hafez Assad and Washington through the U.S. Ambassador to Damascus, Richard Murphy. Contacts between the two sides were tried to have been recently indicated before the expiry of the

UN mandate on the Golan at the end of next May. Assad was said to be keeping the door open for negotiations with the U.S., while not moderating his hardline stance.

He was reported to be ruling out any interim deals that fall short of concrete pledges guaranteeing a complete Israeli pullback from the Golan Heights, the Gaza Strip and the West Bank as well as East Jerusalem. Assad "offered" in return to demilitarize those areas as well as to end the state of war.

According to the foreign diplomatic sources, Assad made it clear that he will not engage his country in any future Middle East conference, including that of Geneva, unless the "broad-lines of an overall settlement" are established first in clearcut terms.

Syria's Premier Ayyoubi, now visiting Jordan, said in Amman yesterday that his government will not go to Geneva. "Having established that this venue did not actually lead to peace."

Ayyoubi said that the American veto at last month's Security Council debate of the Middle East conflict "has put an end to Geneva by preventing the adoption of a balanced resolution that might have led to a settlement."

Ayyoubi's statement came one day after Jordan's Information Minister Salah Abu Zaid said that his own country would not take part in a reconvened Geneva conference.

Meanwhile, the UN Under-Secretary General for Political Affairs, Roberto Guyer, is expected to visit Israel, Syria and Jordan as well as Egypt next week to explore the possibility of boosting diplomatic activity in the region.

The chances of diplomatic movement were likely to crystallize following next month's visit to Washington by King Hussein. The outcome of Hussein's talks were expected to determine the prospects of a projected Middle East tour by President Ford. In contrast to Cairo which said that Ford's visit to Egypt has been set for April 19, the Syrian Premier yesterday said that his government knew nothing of Ford's planned tour. "All we know about it is what we read in the press," he said.

Syrian PM confirms: Union with Jordan

By Middle East Affairs Correspondent

Jordanian assembly and wished it will not succeed. Ayyoubi countered Egypt's criticism against Amman's recent brief revival of the Jordanian Parliament, composed equally of East and West Bank deputies, saying that the measure did not contravene the 1974 Rabat summit decision resolving to transfer the responsibility for the West Bank from Jordan to the Palestine Liberation Organization.

In contrast, a PLO spokesman in Cairo yesterday said his movement will protest formally to the Arab League about the recent session of the Jordanian Parliament. The protest would term Jordan's recall of the Parliament to introduce a constitutional amendment postponing national elections indefinitely an attempt to perpetuate Jordan's tutelage over the Palestinian people — violating the Rabat decisions.

The spokesman added that the Arab League will be asked to circulate the PLO protest to member states which have been called to hold a new summit conference next April. Though Egypt and other Arab countries voiced readiness to attend such a conference, both Syria and Jordan have so far shown reluctance to attend such a summit.

The question of the summit was expected to be high on the agenda when Egyptian President Sadat meets with Saudi Arabian leaders in Riyadh next Saturday.

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Condemned by Speaker Yeshayahu Gov't bill places legislature under Supreme Court supervision

By ASHER WALLFISH
Jerusalem Post Knesset Reporter

GOVERNMENT yesterday introduced in the Knesset a bill that, for the first time, places the Israel legislature under the supervision of the Supreme Court. The measure was roundly condemned by the opposition, which said it was anti-democratic. There was criticism also in the Alignment benches as the first reading began, with the opposition generally favouring the bill.

The bill, Basic Law: Legislation, introduced by Justice Minister Yitzhak Rabin, would place the Knesset under the supervision of the Supreme Court. It would also place the Knesset under the supervision of the Supreme Court. It would also place the Knesset under the supervision of the Supreme Court.

of the Basic Laws. Zaidok said that every institution and governmental unit had to operate within a certain limited framework of powers and it was only logical that the Knesset, too, should be subject to certain supervision — in this case the supervision of the Supreme Court acting as a constitutional court. He said the constitutional court could not make laws or amend laws, but merely disqualify them.

Speaker Yisrael Yeshayahu took the unprecedented step of commenting on a major draft bill. Even more extraordinary was his appeal to all 120 Members to vote against it on the grounds that it was anti-democratic and a grave blow to the status of the parliamentary institution.

Listing Dr. Nkumalo's portfolios, Mr. Allon remarked that he represented "almost one quarter of our Cabinet."

Dr. Nkumalo said he brought greetings from King Sobhuza II to the people of Israel. Swaziland was grateful, he said, for Israel's ongoing hospitality to young Swazi students on courses here. (To date, 149 Swazis

The Speaker did this by circulating a personal letter among Knesset members just before the first reading. Yeshayahu argued that the Knesset should be stripped of its legislative privileges because the Basic Law, if passed, would enable appeals against regular legislation to the Supreme Court in a new capacity: Constitutional Court. This would mean that, instead of the Knesset being empowered to express the will of the people, nine justices would be empowered by a majority of five, against four, to rule which laws were sound and which were faulty. This system of constitutional court generally existed, he said, in federal democracies like the U.S.

Meanwhile, heads of local councils and mayors in the north are preparing a memorandum which they intend to deliver to the military authorities. This is the outcome of an emergency meeting held three weeks ago in which local officials were briefed by the OC Northern Command, Aluf Rafael Eytan, on the security situation in the north and the presence of PLA units in Lebanon.

It was also reported that some of the Lebanese army's major positions are still empty after the military evacuated the border region more than a month ago.

Three-quarters of a century ago, he said, "our forebears kept out of the Boer war... the tradition of peace is still intact in our people's hearts."

"We are proud of being a non-racial state in southern Africa. We have relations with Israel and Egypt. Our hope is that this kind of neutrality works as a force for peace. It is a matter of regret to us that some see this differently."

mechanized elements had arrived in Syria in 1974 during the artillery battles which followed the Yom Kippur War. They were there "for many months" but did not take part in the fighting. The unit left later that year.

The Cuban brigade was the only non-Arab force of its size in Syria, the sources added. There were reports that Russian and North Vietnamese military men were there. North Korean pilots reportedly flew missions during and after the Yom Kippur War but Israeli sources never confirmed — or denied — the reports.



U.S. Senator Frank Church (D. Idaho) talks with Golda Meir at the Windsor Hotel in Brussels yesterday. (AP radiophoto)

Sisco 'thinking of resigning his job'

By WOLF BLITZER
Jerusalem Post Correspondent

WASHINGTON. — Under-Secretary of State Joseph Sisco, who has been deeply involved in the formulation of U.S. policy in the Middle East since 1969, is considering leaving the State Department, informed sources here confirmed yesterday.

Sisco, who almost left the department in 1974 to become president of Hamilton College in New York State, is considering offers from other American universities to become their president. Sources at the State Department said that Sisco eventually turned down the Hamilton College proposal after Secretary of State Kissinger promoted him from Assistant Secretary for Near East Affairs to Under-Secretary for Political Affairs. However, during recent months Sisco has become increasingly disappointed in his job, and has quietly passed along the word to friends that he would seriously consider leaving the department if the right offer came along.

The sharp attacks by Congress and the media against the foreign policy establishment have weakened Sisco's former resolve to remain in the department, it is said.

During recent weeks he is said to have met with officials of American University in Washington, D.C. about the possibility of becoming its president. Sources at the university said that no final decision has been reached.

Sisco's departure from the State Department would certainly affect U.S.-Israeli relations because of his very close association with Kissinger in the shaping of American foreign policy. Sisco has long been known as America's leading Middle East expert, despite the fact that his original expertise was in Soviet studies. He received a Ph.D. in Soviet affairs from the University of Chicago in 1950 before joining the department the next year.

State Department officials would not comment on Sisco's future. It was pointed out here yesterday that if Sisco does in fact become president of American University, a private institution in Washington, he could return to government at a later time.

Sisco, a career foreign service officer, would become eligible for an important position in a Democratic Administration if President Ford is defeated in November, it is thought.

Concern over PLA in Lebanon 'Israel denied right to make F-16'

By YORAM HAMZRAHI
Jerusalem Post Reporter

MEFULLA. — Information about the increased presence of Palestine Liberation Army units in southern Lebanon is causing growing concern among settlers along the northern frontier. Security experts in the area said no sign of PLA units was apparent in the immediate vicinity of the border, but added it was widely known that the terrorists had installed artillery batteries in some places along the Litani river and in the northern most section of Fatahland.

At the same time there are indications that a large number of terrorists from various organizations have moved into the south. According to Lebanese working or travelling close to the border security fence, terrorists are also to be found in some of the frontier villages.

Meanwhile, heads of local councils and mayors in the north are preparing a memorandum which they intend to deliver to the military authorities. This is the outcome of an emergency meeting held three weeks ago in which local officials were briefed by the OC Northern Command, Aluf Rafael Eytan, on the security situation in the north and the presence of PLA units in Lebanon.

It was also reported that some of the Lebanese army's major positions are still empty after the military evacuated the border region more than a month ago.

WASHINGTON. — President Ford has tentatively denied requests by Israel to obtain subcontract rights for co-production of the F-16 fighter plane, according to "Aviation Week."

The magazine said that Ford's rejection of the Israeli request came during his recent meetings in Washington with Prime Minister Rabin.

Israel, which has requested F-16 planes for delivery in the 1980s to supplement its existing fleet of Phantom F-4 jet fighters and 25 F-15 air superiority bombers scheduled for delivery next year, had sought U.S. permission to build sub-components of the aircraft at the Israel Aircraft Industries.

"Aviation Week" reported that a Defence Department position paper, however, which has been accepted by the White House so far, opposes granting Israel co-production rights because this would further transfer advanced technology to Israel. The position paper opposes this.

Pentagon officials say Israel has used U.S. technology infusions in the past to compete effectively against American military and commercial hardware on the export market," the magazine said. Israeli officials deny this.

In a related development, "Aviation Week" also reported that the Defence Department is considering dispatching a U.S. navy technical team from Naples to visit LAI facilities.

Senator Church at Brussels U.S. must back Soviet Jewry and Israel

By JACK MAURICE
Jerusalem Post Correspondent

BRUSSELS. — Democratic Presidential candidate Senator Frank Church told the World Conference on Soviet Jewry here yesterday that the United States Government should reaffirm its support for Soviet Jews and for the State of Israel.

Addressing the opening session of the three-day conference Senator Church said: "When a United Nations majority hurls its imprecations 'Zionism is racism' at this valiant democracy, I am proud, as an American, to stand beside it, though a minority we may be."

Church scrapped from the advance text of his speech a vigorous attack on President Ford and Secretary of State Henry Kissinger whom he accused of failing to be energetic enough in their efforts on behalf of Jews in the Soviet Union.

The senator explained the deletion by saying he had decided it would be wrong to issue such vigorous criticism of his government while outside the United States.

The conference is being attended by 1,200 delegates from 30 countries including 350 Americans, and 100 Israelis of whom 35 are immigrants from the Soviet Union.

The U.S. senator went on: "Authoritarian governments like the Soviet Union are not wholly insensitive to world opinion. Communist movements in Western European countries are being held to account for oppressive practices in the Soviet Union."

Church said that he was speaking in the great tradition of the Western democracies in asserting that Soviet Jews had a right, not just a privilege to leave the Soviet Union, and to live unhampered as Jews.

Church claimed that American opinion was troubled by the impression that its leadership was not holding the Soviet Union to its solemn commitments, particularly concerning human rights and Soviet Jews.

The senator said that, as a senior member of the U.S. Senate committee on foreign relations, he would keep watch to ensure his government insisted that the Soviet authorities respected the Helsinki agreement on easing bars to travel and emigration. "We should view the subject of this conference, not as a topic apart, but within the framework of the overall relationship between the American and Russian Governments."

"We must be equally firm that a valued ally, Israel, however beleaguered or seemingly isolated, will, without question, be provided with the means to defend itself against threatening enemies."

Recalling the conditions under which Jewish and other detainees were held in the Soviet Union, Senator Church said: "It is an abomination to incarcerate in a hospital for the insane a mentally competent man merely because he holds dissident views or manifests his desire to leave the Soviet Union."

In a message read to the conference Israeli Premier Yitzhak Rabin said a "positive response" by the Soviet Union to Jewish demands for free emigration and cultural and religious rights would be "an important contribution to a better world climate."

Rabin added: "We will not reconcile ourselves to the continuing policy of intimidation and suffering inflicted on very many who seek permission to emigrate, so as to intimidate others from immigration."

Former Premier Golda Meir was given a rousing reception by the delegates when she arrived at the Palais des Beaux Arts for the opening session. Hatikva was sung by a Jewish children's choir from Antwerp. Prayers for the success of the conference were said by France's Chief Rabbi, Jacob Kaplan.

Svetlana Haninova, an emigrant from Bukhara, read a long list of names of Jews still in the Soviet Union who had written to voice their support of the conference.

Mrs. Grace Perlblinder, of the Long Island, N.Y., Jewish Committee for Soviet Jewry, who returned from a 10-day visit to Soviet Jewish leaders only on Monday, reported growing fear among them about the forthcoming 25th Communist Party Congress.

Delegates Morris Brafman and Inez Weissman, who head the "Action Committee for a World Secretariat for Soviet Jewry," claim that several hundred delegates support the proposal to establish a "permanent international address" for Soviet Jews. They intend to press for its implementation here.

At the start of yesterday's Knesset session in Jerusalem, Speaker Yisrael Yeshayahu sent the greetings of the House and of the entire Israeli people to the Jews of the Soviet Union. The Speaker said he hoped the Soviet Union would heed the appeal of millions of Jews around the world on behalf of their brethren in the Soviet Union. He sent special congratulations to the non-Jewish participants at the Brussels conference.

Deployment in Sinai 'going well'

By RONNIE HOPE
Jerusalem Post Military Correspondent

GIDI PASS. — Israeli and Egyptian officers here yesterday expressed satisfaction at the progress in the implementation of the redeployment of forces in Sinai. "Everything is going smoothly," Major Shihawi, Egyptian liaison officer with the UN, told The Jerusalem Post at the site of the Egyptian early morning station under construction here.

It is learned, however, that full agreement has not yet been reached on the final boundaries of the Egyptian station and a team of UN surveyors is due to visit the site today to mark out the area.

Major Shihawi denied reports that the Egyptian station will not be operational by Sunday, when it is permitted to begin functioning under the Israel-Egypt agreement. From a spot overlooking the site, past rows of prefabricated buildings, several fortified bunkers and three high observation towers could be seen.

The Egyptian station will be an enclave within the UN buffer zone, as will the existing Israeli early warning station at Um Hashiba. The UN moves into the area today and the few Israeli forces left, are due to withdraw on Saturday except for the Um Hashiba garrison.

Paris jumps Mart gun, recognizes MPLA

France yesterday became the first major Western country to recognize the regime of the Soviet-backed MPLA movement in Angola. The eight other members of the Common Market are expected to follow France's lead.

Observers say that some Mart members are upset at the French refusal to wait before granting recognition. A British spokesman told correspondents the issue was discussed by political directors of the Community states in Luxembourg on Monday, "but it was not possible to achieve a common position" on timing the announcement.

Britain had been pressing its partners for concerted action — a statement announcing recognition by the Community combined with a call for an end to all foreign intervention in Angola. Most Community countries supported the idea, officials reported, but the French insisted on acting alone and first.

Sources in London said that most Mart members shared Britain's view that the Community's aim in Angola, Mozambique and other Southern African should be to lessen the reliance of those countries on Soviet aid.

By offering Angola in particular European Community friendship and cooperation, the British feel they will be able to encourage the professed commitment of MPLA leaders to a policy of non-alignment.

A report from Cape Town said that South Africa has warned that it will respond far more sharply than its limited action in Angola if any attempt is made to cross the border into South-West Africa (Namibia). Defence Minister Pieter Botha told a meeting on Monday night that South Africa had a responsibility to prevent the chaos of the Angolan war from spilling over.

However, the South African authorities did nothing yesterday to contradict press reports that it has opened peace exchanges with the MPLA to head off a military confrontation.

Foreign Minister Hilgard Muller said the subject was "too sensitive" for public comment.

The reports said South Africa was considering diplomatic recognition for the MPLA.

The MPLA leader, Agostinho Neto, is demanding the withdrawal of an estimated 5,000 South African troops patrolling Southern Angola, protecting a hydro-electric dam at Caluque and preventing a rush of refugees from spilling over into South-West Africa.

(AP, Reuters, UPI)

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'No Cuban troops in Syria'

By JOSHUA BRILLIANT
Jerusalem Post Reporter

TEL AVIV. — Informed Israeli sources said yesterday all the Cuban troops who were in Syria had left but there may be some advisers there. Cuban soldiers may be in South Yemen but "not in such big numbers" as reported in "Time" magazine, the sources said.

"Time" had claimed more than 3,000 Cubans were in South Yemen and 3,500-4,000 were in Syria. The sources reported that the only non-Syrian force in Syria now is Saudi Arabian. The Moroccan unit had left.

A Cuban infantry brigade with



Jerusalem temporarily gained a giant — and wasteful — geyser yesterday when a water pipe burst near the Holyland Hotel, causing traffic jams on Herzog Street during most of the morning, with vehicles backed up as far as Kiryat Yovel at times. The six-inch pipe was repaired around noon by the municipal water department. (Avi Tal Emika)

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THE WEATHER

Forecast: Slightly cloudy.
Weather system: Weak ridge over east
Mediterranean.

Yesterday's Maximum	Yesterday's Minimum	Today's Maximum	Today's Minimum
Jerusalem 18	10	19	11
Golan 15	7	16	8
Nahariya 14	6	15	7
Safed 13	5	14	6
Haifa Port 12	4	13	5
Tiberias 11	3	12	4
Nazareth 10	2	11	3
Afula 9	1	10	2
Shimon 8	0	9	1
Tel Aviv 17	9	18	10
Bd. Airport 16	8	17	9
Jericho 15	7	16	8
Beersheba 14	6	15	7
Elit 13	5	14	6
Tiran Straits 12	4	13	5

Social and Personal

President Ephraim Katzir was the
host of Prime Minister Yitzhak
Rabin for lunch yesterday.

Danish Education Minister Ritt
Bjerregaard was the guest yesterday
of Aharon Yadin, Minister of Education
and Culture.

German Ambassador Per Fischer
and his wife were guests yesterday
of the Ashkelon Municipality and
the local Labour Council. They also
toured the Holocaust Museum at Kib-
butz Yad Mordechai.

Australian Ambassador Richard
Smith and his wife were honoured
at a reception last night at Haifa's
Dan Carmel Hotel by the local
branch of the Israel, Britain and
Commonwealth Association.

Mr. Walter Eytan will speak on
"Problems of Israeli TV," at today's
meeting of the Haifa Rotary Club,
at the Nof Hotel, 1 p.m.

Erwin Frenkel, Editor of *The Jerusalem Post*, will speak on "Confes-
sions of a Newsman" at the Jeru-
salem Rotary Club meeting at 1 p.m.
today, at the YMCA.

ARRIVALS

Rabbi Dr. Joseph Luskstein, Chan-
cellor of Bar-Ilan University, and Mr.
Luskstein, from the U.S.

Matthias Adler, administrator of Bar-
Ilan University, from a visit to Europe
on university matters.

Cardinal Cordero, First of Naples, head-
ing a delegation of 12 Southern Italy
Catholic Church officials interested in
promoting Catholic tourism here.

Missing Ashdod children
found safe in Haifa

Jerusalem Post Staff

HAIFA. — The four children who
disappeared from Ashdod on Mon-
day admitted here yesterday to hav-
ing carefully planned running away
from home.

Tzipora and Liora Schwartz, aged
seven and 12, and their cousins,
Ya'acov and Rivka Parhat, aged 10
and 12, were discovered yesterday
morning wandering around Mount
Carmel after a 20-hour search by
police, volunteers, and a helicopter.

An alert taxi driver, former police
officer Marcel Michailowich, spotted
the errant quartet, who matched
descriptions broadcast by radio.
After radioing his company, Michailowich
drove the youngsters straight
to the police. Later they were taken
home in the same taxi, this time
driven by a colleague of Michailowich's.

Civil servants
declare a
labour dispute

Jerusalem Post Reporter

TEL AVIV. — Leaders of works
committees of all government min-
istries except Defence, Police and
Communications yesterday declared
a labour dispute over equal pay for
equal work.

The secretary of the Civil Serv-
ants Union said later the declara-
tion had no legal validity, since the
works committee leaders had no
authority to carry it out.

Shmuel Klierer, a spokesman for
the newly formed, "state employees
national inter-ministerial coordinat-
ing committee," said yesterday
42,000 workers will hold "meetings"
to explain their demands, next Tues-
day morning from 10-11. The work-
ers also threatened "organizational
measures," unless the principle of
"equal pay for equal work" is adopt-
ed immediately. This means that
all government employees in the
same grade should get the same
pay. At present, 18,000 of the
120,000 civil servants get some kind
of "specificity allowance."

A committee of economists, head-
ed by Prof. Haim Barkai, has been
examining the workers' demands.
Barkai has said the committee will
publish its findings by the end of
this month.

13 held after
gang murder
in Tiberias

Jerusalem Post Reporter

TIBERIAS. — In what is believed
to be an underworld settling of ac-
counts, Ahmed Salameh, 24, of Na-
zareth, was shot dead at the en-
trance to the Arbel nightclub here
on Monday night.

Earlier in the evening, Salameh
had been one of a group involved
in a fight at the Vered cafe in the
downtown district. He is known to
have driven back to Nazareth and
to have returned to the Vered late
at night with 15 men. They went
on to the Arbel in the Kiryat
Shmuel quarter. While they were
standing on the pavement, a jeep
stopped near the club and called
out Salameh's name according to
an eye witness. When he approach-
ed the car, a pistol shot was fired
at him by one of the passengers.
He died instantly.

Police combed the area and ar-
rested five Jews in Tiberias and
eight Arabs in Nazareth and Kaf-
Kana. Some of them are known to
police as having engaged in pros-
titution and drug racket.

The arrested are reportedly refus-
ing to cooperate with police. They
will be brought to court to be re-
manded this morning.



Dr. Simon Sishayi Numalo, Swaziland's Minister of Industry and Mining, chats with Prime Minister Yitzhak Rabin in Jerusalem yesterday, with Amos Eran, director of the Prime Minister's Office, participating. Dr. Numalo yesterday also called on the Minister of Commerce and Industry, Haim Bar-Lev, to discuss trade relations between their two countries.

Offer urges more roads,
housing for Jerusalem

The construction of highways
from Jerusalem to Ben-Gurion air-
port and Ashdod port, and the con-
struction of 10,000 additional housing
units in the city are vital projects
that should be completed by 1978,
Housing Minister Avraham Ofer
said yesterday.

Addressing the Economic Club at
the capital's President Hotel, Ofer
contended that while the entire
country argued the legitimacy and
practicality of settling various
areas, there was one place where
facts on the ground would deter-
mine the future national map. That
place was Jerusalem, he said, and
every effort should be made during
the next few years to develop the
city and improve communications
with the coastal plain.

Outlining his proposals, Ofer said
a road should be built between the
local Atarot and Ben-Gurion air-
ports via Beit Horon. Other pressing
projects were a direct road from
the city to the Etzion bloc settle-
ments bypassing Bethlehem and
continuing through the Adullam re-
gion to Ashdod and the building of
10,000 apartments in Gilo, Ramot,
Neve Tzavon and East Talpuz.
Mayor Teddy Kollek noted that
despite efforts to provide sufficient
housing, young couples in Jerusalem
were currently waiting two and
three years to move into an apart-
ment of their own, whereas in Tel
Aviv and Haifa there was hardly
any waiting period at all. As a
result a thousand couples leave the
capital every year, he said. (ITH)

Expelled student kills
two deans in Beirut

BEIRUT. — An expelled Pales-
tinian student carrying a pistol
and two hand grenades assassinat-
ed an American dean and his
Lebanese colleague yesterday at
the American University of Bei-
rut.

A university spokesman identi-
fied the dead as Dean of Stud-
ents Robert Najemy, 56, born in
Worcester, Mass., to a family
of Lebanese origin, and Dean of
Engineering Raymond Ghosh, a
35-year-old Lebanese. Both were
shot by a pistol at close range.

The 25-year-old gunman, identi-
fied as Najim Najim, took a
dozen university officials hostage
and threatened to blow them up
unless he got a bus or helicopter
to take him to the Lebanese-
Israeli border where, he said, he
wanted to make a suicide raid
on Israel, police said.

Another expelled student and
Prof. Najib Abou Eidar, a
former Lebanese Education Min-
ister, finally talked the assassin
into releasing his hostages un-
harmed and giving himself up to

the Palestinian terrorist police. It
took three hours of tense nego-
tiations.
Then a close friend of Ghosh
darted from a crowd and opened
fire on the subdued killer with
a pistol as he was being driven
away, slightly wounding him in
the shoulder.
Police said soldiers from the
Palestine Liberation Army re-
turned the fire and wounded the
assailant in the shoulder. The
assailant and his attacker, identi-
fied as Joseph Cherbek, were
both driven to a clinic by P.L.A.
troops.

Police identified Najim as a
Palestinian with a Jordanian
passport, who was in his fourth
year of engineering when ex-
pelled during a university purge
of radical students in 1974. More
than 100 students were expelled
following recurrent unrest on the
campus.

Najemy was married with four
children. Ghosh was single.
(AP, UPI)

T.A. hoopsters battle odds

Jerusalem Post Sports Reporter

TEL AVIV. — Tel Aviv Mac-
cabi hoopsters tonight start their
against-the-odds drive to reach the
last four in the European Cup,
playing the first leg of their tie
against the Italian champions,
Forst Cantu of Milan.

The 10,000 fans who will pack
the Yad Eliashu sports palace hope
for a Maccabi home court win by
at least 20 points in the first leg,
though any victory against Forst
Cantu will be an achievement. The
Maccabi team will have to show
greatly improved form after their
96-94 win over Federale Lugano
here last week and Monday night's
82-75 win over Tel Aviv Elitzur
in a National League game. In the
latter game, Maccabi led 33-36 at

halftime and at no time looked a
European Cup semi-finals squad.
Maccabi will probably open with
Brodie, Silver, Menken, McRae and
Boatwright. The last two did not
play against Elitzur.

The Italians will be led by that
superb playmaker Luigi Marsorelli,
who played here last summer for
the Europe Selected against Tel
Aviv Maccabi. Their top five also
includes John Grozowski, Bob Lein-
hard and Carlo Rasacchi.

The game will be televised live
from 8.30.
THE "KNOCK ON THE DOOR" cam-
paign of the Cancer Society in No-
vember yielded IL2,950,000, it was
announced yesterday. The previous
year's collection was IL2,150,000.

With deep sorrow we announce the death
of our beloved mother and grandmother
ELISABETH ROSENTHAL

who passed away peacefully at the age of 90.
The funeral will leave for the Holon cemetery at 2.45 p.m. today
(Wednesday, February 18), from the Municipal Funeral Parlour,
5 Rehov Dafna, Tel Aviv.
Jack, Ditta and Miki Rosenthal
Kindly refrain from condolence visits.

To the Arenson Family
our sincere condolences on the
death of your dear mother

SADIE ARENSON

Employees of A. Arenson Co. Ltd.,
Haifa

Our sincere condolences to our dear colleague
Nita Levitan and her family
on the untimely death of her brother

Dr. JOSHUA LYONS

THE STAFF
WOMEN'S LEAGUE FOR ISRAEL

Our sincere sympathy to Chava Adam and Family
on the death of their

Mother, Grandmother

Residents of 5 Rehov Bin-Ze'ev
Rishon LeZion

No organized protection
racket in Jerusalem

Jerusalem Post Knesset Reporter
There have been no cases of ex-
tortion and protection money in the
Capital's Mahane Yehuda market;
there is no organized protection
racket in Jerusalem, police heard of
the first isolated cases in 1973, and
there have been no more than five
new cases a year since then.

This was stated yesterday by
Sgan-Nitzav Y. Caspi before the
Knesset Interior Committee, which
was continuing its discussion of
protection rackets. S.N. Caspi heads
the office for special operations in
the southern police district.

He told the committee that the
public's help in giving the police
information is urgently needed.
Jerusalemites may call Tel. 271166,
where their information will be au-
tomatically recorded and where

they do not have to give
names, he said.
S.N. Caspi denied allegations
that criminal elements had been
in contact with the Jerusalem
Police Ministry since the
denial that police were
to illegal activities, such as
in return for information on
world figures. He also
existence of underworld
police penalties on
breaking the criminal
honour.
Ehud Olmert, who
that it seemed strange the
had first complained of
for having conducted an
pressive enquiry and had
to attack him for trying to
"celluloid detectives."

T.A. RALLY
BACKS
BRUSSELS

By SARAH HONG

Jerusalem Post Reporter

TEL AVIV. — Welfare Minister
Zviulun Hammer said yesterday that
despite the severe problems which
beset this country, they must by
no means make us neglect the prob-
lems of the Jewish people wherever
they may be.

Hammer was addressing more
than 500 Tel Avivians who gathered
last night at Kikar Malchei Yisrael
for a solidarity rally with Soviet
Jewry sponsored by the Bar-Ilan
Students Union. The rally coincided
with the opening of the Brussels
Conference.

The Welfare Minister also called
on Israelis to "draw conclusions
about our own society from the
fact that not all immigrants have
succeeded in integrating into Israel
and in finding an outlet for their
Zionist zeal."

Knesset Member Matilda Ghez
of the Alignment spoke out against
apathy. She reminded the demon-
strators that she is a native of Tu-
nisia and yet has "adopted that
courageous activist Ida Nudel to call
attention to her cause everywhere.
We are one nation and when a Jew
suffers in Moscow we are all Mos-
covite Jews and when a Jew suffers
in Syria we are all Syrian Jews.
Our sole strength is Jewish solidari-
ty. This is our oil, our money and
our power."

Likud Knesset Member Yitzhak
Shamir raised the same theme. "The
Jewish nation is one body. If there
is a pain in any one organ, the whole
body must react," Shamir added
that for the Jewish nation, "The
cold war with the USSR had never
ended and the Prisoners of Zion
certainly do not enjoy the bliss of
detente."

Deputy Mayor Yigal Griffl called
on the International Red Cross
and Amnesty International to in-
tervene on behalf of the Prisoners
of Zion.

Astronauts:
T.A. scientists
helped in space

Jerusalem Post Reporter

HAIFA. — The three visiting
U.S. astronauts yesterday told
an audience of 1,000 students
and staff members at the Tech-
nion that one of the experiments
they had carried out in space
last year was done in coopera-
tion with Israeli scientists.

Vance Brand said they had
operated an X-ray telescope
aboard their spacecraft, and the
data was transmitted to Tel
Aviv University.

The Israeli scientists last night
told the astronauts that they had
discovered a new pulsar, in the
vicinity of the North Pole, with
the aid of the data. However,
all of the data has not yet been
deciphered — it will take many
months to complete interpreta-
tions. (See picture, p. 3.)

LOANS from commercial banks to
people with outstanding income tax
debts will henceforth carry 20 per
cent interest for periods of up to
six months, the Treasury announced
yesterday. Loans for periods of be-
tween six and 20 months (the maxi-
mum period for which such loans
are given) will be charged 26 per
cent interest.

Separate tax
returns for
wives mooted

Jerusalem Post Knesset Reporter

Married women will be able to
file separate income tax returns
from their husbands, according to
a private member's bill tabled by
Nuzhat Katzav (Alignment) in the
Knesset yesterday.

She tabled her bill following re-
presentations by the legal depart-
ment of Moshe Z. Hapalot, which
has dealt with many cases where
women in unhappy marriages had
difficulties declaring their finances
separately from those of their
husbands.

Until now, wives could report
their income on the same return,
but separately from their husbands.
The new bill would allow them to
file a completely separate return,
thus assuring complete secrecy re-
garding their income.

IMF approved new
export incentives

Jerusalem Post Knesset Reporter

Finance Minister Yehoshua Rabi-
nowitz told the Knesset yesterday
that the new export incentives to
be paid for by the Import Services
Tax Law had been fully approved
by the International Monetary Fund.
The Minister said this during the
first reading of the law which was
voted to the Finance Committee.
(Export, Page 3)

The Coalition backed the law. The
Free Centre wing of the Likud
voted against, along with the New
Communists, CRM and Moked. The
majority of the Likud and the
Aguda abstained.

Rabinowitz said it was time the
Opposition stopped its practice of
conducting "witch-hunts" against
officials who made miscalculations
and faulty estimates. Officials in
every country made errors in such
matters, in the current fiscal financial
situation in the world economy, and
he was sure this would continue to
be so, he said.

Faites vos jeux?
Not in Metulla!

Jerusalem Post Reporter

METULLA. — The request of the
local council chairman to the Min-
ister of Tourism to open a casino in
this northern border village has
been rejected. Avraham Kotzer,
personal assistant to the minister,
wrote to Assaf Frankel explaining
that Minister Moshe Kol's sugges-
tion to open a casino in Bilat was
for experimental purposes only and
an additional such project in Metulla
could not be considered at this point.

Frankel wrote back arguing that
if there was to be an experiment
it should take place in Metulla
which was close to the centre of
the country and thus more available
to both Israelis and visitors.

The casino issue is already being
hotly disputed in Metulla between
those in favour and those against
the idea of establishing a gaming
house in this old settlement. Blalik
Pelsky, a hotelier, told *The Jeru-
salem Post* that a casino is prob-
ably the only hope of saving the
hotels of Metulla and its restaurants
from going under.

LOTTO WINNERS

TEL AVIV. — The winning six
numbers in this week's Lotto draw
are: 02, 11, 28, 32, 38 and 39. The
additional number was 34.

'All I want
to know is...

Jerusalem Post Knesset Reporter

Prof. Yuval Diskin, who
which was critical of the
political and security pol-
icy, prompted the National
Party's Yehuda Ben-Meir to
quest a motion for the
yesterday. Ben-Meir, who
that Defence Minister Sh-
muel Peres, Netan's former
rival, should reply.

However, Coalition whip
she Wermann, prepared
Meir into abandoning the mo-
tion because it did not ap-
propriate for a Coalition
criticize the Government, in
Ben-Meir agreed on a
that he be allowed to table a
liamentary question to
which would be answered
minimal delay. Wermann
mised a swift answer. W-
upon Ben-Meir's ability to
one of the longest perma-
nent questions on record — 22
long — which contained no
material he would have
in his speech to a motion if
he permitted to speak.

Ben-Meir dismissed Net-
an's article (lengthy cases of
appeared in *The Jerusalem
Post* last Wednesday) into its
charges against the Govern-
ment, making each charge a
question on the principle of
"false."

Policeman, w
denied bail du
safe robbery i

Jerusalem Post Staff

TEL AVIV. — The Tel Av-
iv District Court yesterday re-
mained until the conclusion of
ceedings a policeman and
accused of concealing IL
worth of stolen Israeli and
currency. The money was
from a safe in the
headquarters last month.

Haim and Hanna Beshi, bo-
of Rehov Haportan in Tel Av-
iv were charged with receiving a
sum of money from Amram
Kali, one of the accused in the
glory, and hiding it in their
apartment. According to the
District Attorney, Hanna Beshi
the stolen currency from
with her husband's full know-
ledge. Both their fingerprints were
on some of the banknotes.

Decomposed body
was Haifa youth

HAIFA. — The decomposed
of a youth found on Friday
Neve Sha'anun hill here was
tified yesterday as that of
Kardo Shtal, 16, missing since
Pessach.

Shtal's body was identify-
ing his mother by his shoes
and necklace. An autopsy revealed
he had died by hanging himself
electric wire missing from
house was found on a tree
the body.

The boy had quarrelled
with his mother, who
he celebrate the seder at
while he wanted to be with
his family. He was last
at his friend's house.

THE MOSLEM WAKE (con-
tinued) in Haifa this week
86 stipends totalling IL4,000
Moslem students in the city.

Israel denied right for F-16

(Continued from page one)
hities to determine if they have the
expertise to overhaul F-4 Phantoms
and A-4 Skyhawks from the U.S.
Mediterranean Sixth Fleet. The re-
port said that this project, if im-
plemented, could be used as a means
of partially offsetting the cost of
Israeli military purchases from the
U.S.

"Any contract for such work,"
the magazine said quoting Pentagon
officials, "would be granted only
on the basis of capability and cost
in competition with U.S. contrac-
tors."

"Aviation Week" also reported
that: "The Israel Air Force has de-
cided to rebuild and modernize
its fleet of several hundred Fouga
Magister jet trainers, rather than
procure new aircraft. The work will
be done by the Bedek division of

IAI and will consist largely of
installing new cockpit instrumenta-
tion and modernizing the aircraft's
electrical, avionics and hydraulics
systems. A replacement aircraft for
the Fouga Magisters has been es-
tablished until at least the mid-1980s,
the magazine said.

The IAI is studying the possible
addition to its production line
of a new high-speed turboprop busi-
ness aircraft. The magazine said
that the IAI had also been con-
sidering a new agricultural plane,
but work on that project has been
halted. "Studies are also under way
on a second-generation business jet
based on the 1124 Westwind, incor-
porating a new supercritical wing,"
the magazine said.

Israel has become increasingly
more dependent on smart bombs
and long range tactical guided mis-

siles. The air force is also be-
more used to higher speed air-
crafts which are less vulnerable. "Avi-
Week" said that the Israeli
school at Hatzertim has estab-
lished a new two-year training pro-
gram for pilots, and that enrolment
the school is very high because
of the losses of experienced crew
ing the 1973 war.

A delegation of Jordanian
Force officials, headed by
Gen. Salem Aboud, air force of-
ficer of staff, will visit U.S. military
ilities and defence companies
continuing search for addi-
tional defence equipment. The de-
legation will arrive in Washington
February 29 for a 10-day visit.
Jordanians are expected to re-
view the F-16 fighter plane and a
singer missile facilities. Jordan
purchasing Hawk anti-aircraft
missile system.



Bankers no longer 'foreign currency' West Bankers will have to pay travel tax too

By GIDION ESHET

Jerusalem Post Economic Reporter

Residents of the territories will not only have to pay the travel tax, but will also pay travel tax when they buy a ticket in Jordan dinars, under the Government's new fiscal measures announced this week.

These new measures will have the effect of making it cheaper for any resident to leave through the Jordan River instead of through an Israeli port when he is abroad and of losing the valuable foreign currency.

Before the introduction of the measures, residents of the territories could buy a ticket in dinars but paying travel tax. This was similar to tourists and new immigrants, who were exempt from tax when buying the ticket in Jordan dinars.

The tax has now been changed. The Jordan dinar, a legal currency, will no longer be considered as a foreign currency, and residents will now have to pay both the IL1,000 fixed tax and the 15 per cent tax on the Jordan dinar.

Residents in the territories who wish to purchase the \$450 Jordan service tax soon to be introduced by the Knesset.

The three possible ways of payment are open to these residents, the

cheapest is to go to Jordan through the bridges and fly abroad from Amman. Another way is to buy a ticket in dinars and travel through an Israeli port, where he will have to pay the IL1,000 fixed tax and 15 per cent tax on the ticket. On a \$400 return ticket, this will amount to IL450. The total tax paid is thus about IL1,500. If he travels through Amman, he will be exempt of this tax but will have to pay the transport costs to Amman, say about IL100. Clearly flying from Jordan is much cheaper.

The third possibility is to fly from Israel, but to buy the foreign currency in an Israeli bank. This is cheaper than buying the ticket in dinars, because the traveller buys each dollar for about IL3.50 (IL7.33 plus 15 per cent service tax) while the black market dollar price is IL10.50. Since he pays similar taxes, the traveller gains on the difference.

The outcome has a rather odd economic impact. While those who can travel from Jordan will clearly do so, those who cannot (for example, people who have political differences with Hussein) will find it more advantageous to buy their foreign currency in Israel. If trips paid for in dinars had been slightly cheaper than those financed through purchases of dollars in Israel, the country could gain foreign currency, rather than lose according to the present system.

Export policy confused by 'two schools of thought'

By JOSHUA BRILLIANT

Jerusalem Post Reporter

AVIV. — A senior source in the Ministry of Finance (the Ministry of Finance's company) yesterday criticized the Government for failing to coordinate export policy.

The source, who asked not to be identified, acknowledged that a recession and fluctuations of market prices contributed to the difficulties, but said the main cause was also the lack of coordination between the various ministries.

The source explained that the Ministry of Finance was influenced by two schools of thought: one claimed that Israel's worst problem was the lack of investment, while the other favoured investment to promote growth.

Because of fear of inflation, export incentives were increased by the Government on Sunday by only 18 percent per dollar, although the International Monetary Fund agreed they be increased up to 35 percent per dollar.

The Cabinet decided to increase exporters' tax rebates (a form of export incentive) by 18 percent, but at the same time increased interest on loans by four per cent. "Unless you invest, you can't shift industries into producing for export," the source argued.

Avraham Shavit, president of the Manufacturers' Association, also complained of the interest rates. He told The Jerusalem Post it would be better to give smaller export incentives, but not increase interest.

Arnon Tiberg, of the Manufacturers' Association, yesterday predicted an increase in exports. Profitability will increase as a result of the new incentives and the Government's measures also increased competition, he said.

The purpose of the new tax, to aid in increasing export incentives, would have the opposite effect, the insurance men charged. Since the bulk of insurance underwriting dealt with risk insurance for industry, the exporters themselves would have to pay the new tax in the end, in the form of higher premiums. Moreover, the new tax could hurt the Israeli insurance companies' ties with companies abroad.

The proposed general strike, rejected as a measure of last resort, could immobilize the entire country, as no car, plane, or industrial plant would carry any insurance.

New chief rabbi of Tiberias installed

Jerusalem Post Reporter

RIAS. — Rabbi David Peretz, installed yesterday as the new chief rabbi of Tiberias, the first holder of the office. The 71-year-old rabbi ruled last year that towns with less than 20,000 residents should have only one rabbi for both Sephardi and Ashkenazi communities.

Interior Minister Yosef Burg, Mayor Moshe Tzabar, rabbis, town councilors and other civic leaders were among those attending the ceremony held in the Ohel Rehoum Synagogue in the Kiryat Shmuel quarter.

Rabbi Peretz was born in Morocco and was ordained in Israel. He has 10 children.

Details: Jerusalem: Rehov Haarazim 13, Tel. 524503
Tel Aviv: Derech Hashalom 2, Tel. 35684
Haifa: Derech Allenby 12, Tel. 526231
Beer Sheva: Rehov Hapalmach 75, Tel. 72583

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PHILIPS FOR LASTING VALUE



The three U.S. astronauts who linked up with their Russian counterparts in space last year arrive here yesterday as part of their world tour honouring America's bicentennial year. After greetings at Ben-Gurion Airport, the team spent the day in Haifa as guests of the Technion. Shown above (from left) are Air Force O/C Alif Benayamin Feled, Astronauts Donald Slayton, Thomas Stafford and Vance Brand, and U.S. Ambassador Malcolm Toon.

Social scientist, M.K. clash over free lunch, long school day plan

By ERNIE MEYER

Jerusalem Post Reporter

The planned allocation of IL1.5 billion for the extended school day and the school lunch programme yesterday were the subject of heated argument — via the press — between a leading educator and an outstanding social scientist, both named Katz.

Avraham Katz, chairman of the Knesset Education Committee, said on Sunday that the Education Minister, by announcing the IL1.5b. allocation, was changing educational priorities agreed between the Ministry and the Education Committee. He termed the two related programmes an expensive country is unable to afford now.

Dr. Israel Katz, director of the Brookdale Institute of Gerontology, former head of National Insurance and coordinator of the 1972 Prime Minister's Report on Underprivileged Youth, said in Jerusalem yesterday that "a strange but powerful coalition is out to frustrate the

revival of the school lunch programme."

Dr. Katz described the school lunch programme as one of the most important social programmes proposed by the National Insurance Institute since the Yom Kippur War. The programme is to be financed through the 2.5 per cent increase in insurance premiums.

Dr. Katz termed MK Katz's downgrading of the school lunch programme "the height of social hypocrisy." He denied that the extended school day, which had been introduced in certain development towns, was a failure, or that the universal application of the two programmes would result in the State subsidizing the meals of children of parents well able to pay.

The school lunch programme as proposed by National Insurance would make sure that the children of the poor got their lunches free, while those of well-off parents would pay for them, albeit indirectly, Dr. Katz said. He also stressed that the two programmes

could be introduced gradually, starting with development areas. Thus there would be no need for spending IL1.5b. now.

Dr. Katz said that the school system at present is not ready for the extended school day but that MK Katz "apparently is trying to protect the interests of certain teachers, who fear that the extended school day may result in poorer working conditions."

Britain has for years implemented an extended school day and lunch programmes. The two features have reduced school dropout rates and juvenile delinquency, Dr. Katz said. The English are even thinking of developing schools into "Education Centres," where breakfast and Sunday (Sabbath) meals are served to pupils engaged in extracurricular activities.

"The revival of the school lunch programme and preparations for the extended school day will test the social policy of the Rabin government," Dr. Katz said.

NEW BAZAK GUIDE OUT

Restaurant prices up 70-80%

By HAIM SHAPIRO

Jerusalem Post Reporter

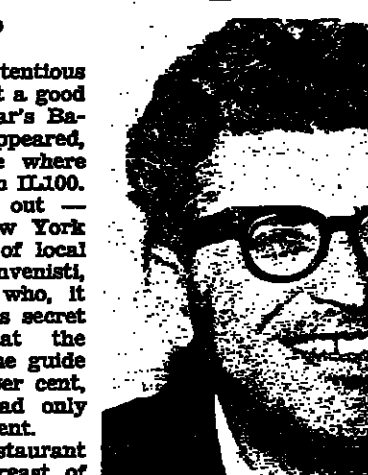
Looking for a nice unpretentious restaurant where you can get a good meal? According to this year's Bazak Guide, which has just appeared, you'll be lucky to find one where dinner for two costs less than IL100.

The high cost of dining out — more expensive than in New York — was the major criticism of local restaurants by Miron Benvenisti, Jerusalem's deputy mayor, who, it was revealed, was this year's secret tester.

He pointed out that the restaurant prices listed in the guide had increased by 70 to 80 per cent, while the cost of living had only gone up by some 50 per cent.

He noted that the restaurant prices had in fact kept abreast of devaluations and remained steady at the price of the dollar. Evidently restaurant owners feel that their major trade was tourists. "But," he asked, "shouldn't tourists benefit from the devaluations?"

While the "popular" restaurants seemed to range at about IL100 a couple, the four-fork establishments, and some deemed inferior to them,



Benvenisti — the tester.

(Barilay)

cost about three times that sum. At that price, Benvenisti noted, any Israeli not on an expense account would be hard-pressed to enjoy them once or twice a year.

Apart from the price increase,

there were few developments in the Israeli gastronomic scene. One restaurant, Capriccio in Tel Aviv, dropped from four to three forks, while a number of eating places gained a fork in Tel Aviv and Jerusalem. Haifa had no restaurant with over two forks.

The six restaurants awarded the four forks were Mishkenot Sha'ananim and Alla Gondola in Jerusalem, the Casbah and Le Versailles in Tel Aviv, and Alhambra and Toutoune in Jaffa. Of the six, only Mishkenot Sha'ananim is listed as being kosher.

Taster Benvenisti noted that he was recognized in only a few of the 120 restaurants at which he ate, and even in those no one dreamed he was there in his capacity of awardee of forks. He said that while he enjoyed the job for the first month or so, the thought of eating out again and again soon became quite dreary.

Avraham Levy, publisher of the Bazak Guide, said his tasters are chosen on the basis of their knowledge of cuisine, their ability to express their opinion well and their reputation as public figures. Most important, he said, the taster has to be someone with an untarnished reputation for complete honesty.

Levy stressed that the publishers had no hand in the ratings, even though restaurants sometimes retaliate for bad reviews by withdrawing advertising.

Last year's taster, journalist Yoel Marcus of "Ha'aretz," noted that the difficult period would begin for Benvenisti only now that his name was revealed. Even after a year had passed, Marcus said, he was afraid to walk into some restaurants.

The English edition of the guide sells for \$5.95 and is distributed in the U.S. by Harper and Row. A Hebrew edition is to appear in a few weeks.

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Seamen wounded in gun drill aboard ship

Jerusalem Post Reporter

HAIFA. — Two crew members of the 3,000 ton Zim freighter Esther were slightly injured during a weapons drill recently. According to a company spokesman, the accident occurred as the ship was sailing from Haifa to Constanza, which then detoured to Crete so the men could receive medical treatment.

Zim told The Jerusalem Post that Benyamin Eridor, 28, and Ronnie Slich, 32, were released after a brief hospitalization. They were due to fly back to Israel last night.

The two were hit by fragments of a bullet which apparently had shattered against a steel bulkhead.

Israel merchant ships carry light arms for defence against possible terrorist attacks, and these weapons apparently were being tested when the accident occurred.

No end yet to 'Ha'aretz' strike

Jerusalem Post Reporter

TEL AVIV. — "Ha'aretz" management and representatives of the printers met with Tel Aviv Labour Council secretary Uri Alpert yesterday evening in an effort to end the 10-day old newspaper strike, but no agreement was reached.

Later last night, the management was still discussing the strike with Mr. Alpert after the workers, representatives had left.

The workers walked out for one day on February 8 to protest the dismissal of a printer — and have not been back since. On Monday, they said they agreed to return to work unconditionally. But the management has rejected this, insisting on the dismissal of three members of the works committee as well, and that the printers be docked for the period the paper has been closed.

Britain has for years implemented an extended school day and lunch programmes. The two features have reduced school dropout rates and juvenile delinquency, Dr. Katz said. The English are even thinking of developing schools into "Education Centres," where breakfast and Sunday (Sabbath) meals are served to pupils engaged in extracurricular activities.

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Circassians learn to read and write in mother tongue

For the first time in their history, Circassian youths in Israel are learning to read and write in their own language.

The curriculum in the schools at Rihaniya and Kafr Kama, the two Circassian villages in Galilee, this year included study of the language, Emmanuel Koplevitz, director of the Arabic department of the Education Ministry, said yesterday.

Until now, Israeli Circassians could not read or write in their mother tongue and studies in the local schools were conducted in Arabic, Koplevitz said.

Two years ago the Education Ministry invited an American professor, who specializes in the Circassian language, to come to Israel and teach it to the residents of Rihaniya and Kafr Kama. Under his guidance, one of the community members prepared the first Circassian textbook which was published at the beginning of the current academic year.

Koplevitz added that the Ministry is encouraging a young local intellectual to compile an anthology of Circassian folktales in order to preserve the until-now oral folk tradition of the group.

Top UK tennis coaches:

TZUBARI WILL MAKE IT TO THE TOP

By JACK LEON

Jerusalem Post Sports Reporter

TEL AVIV. — Top British tennis coaches Angela Buxton and Jimmy Jones are optimistic about the chances of their 16-year-old Israeli pupil Hagit Tzubari reaching the top in the international game.

The Tel Aviv Maccabi player has already shown "tremendous improvement" after her first two months of training in London, Buxton and Jones told The Jerusalem Post yesterday, prior to leaving for home. They spent a week conducting an intensive course for local tennis coaches at the Wingate Institute on a voluntary basis, followed by a vacation in Eilat.

Buxton, a former Wimbledon and Maccabiah champion, and ex-Davis Cup player Jones, feel that Hagit — who is of Yemenite origin — might well be even more successful than Paulina Pelsachov. Paulina was the first beneficiary of the special sponsorship scheme for top Israeli girl tennis players, run in conjunction with the local lawn tennis association. After only a year under their tutelage, Paulina made a dramatic rise from around 300th to 20th in the standard women's world rankings for 1974.

Buxton said that Hagit's game, as well as her personality, bears "an uncanny resemblance" to that of American Althea Gibson, with whom she won the Wimbledon doubles in 1956. (Gibson, the first black competitor to gain a title at Wimbledon, went on to take two singles crowns there.) "Hagit is a performer of tremendous flair and imagination and can play brilliant tennis. She has the makings of another Althea," Buxton said.

Hagit, who recently defeated the highly-rated English girl Jill Cooper 6-0, 6-2 in the final of Newcastle's Northumberland junior indoor championships — will play the British outdoor circuit from April, leading up to junior Wimbledon in July. She is currently undergoing 10 months of training and tournament competition in the U.K., with the programme scheduled to be extended by at least another two years if this period is a success.

The Wingate course conducted by Buxton and Jones was of great benefit for the 50 local participants, according to Israel Tennis Coaches Association (ITCA) chairman Yitzhak Parmet. The coaches about a quarter of them women, teach the game at towns and kibbutzim all over the country. For the eight-year-old association, this was the first course to be run by instructors from abroad. A Hebrew translation of the curriculum, based on Buxton's and Jones' new book "Starting Tennis," is now being prepared by the ITCA for general instructional purposes, Parmet said.



'The makings of another Althea Gibson' — 16-year-old Hagit Tzubari. (Suesskind)

'Academy Without Walls' plans first summer seminar at Haifa U.

Jerusalem Post Reporter

HAIFA. — A seminar this summer in Israel, correspondence courses on Jewish subjects and a summer study programme on American university campuses are planned by the American Jewish Committee's "Academy Without Walls on Jewish studies, the AJC announced here yesterday.

The chairman of its Academy Committee, Dr. Robert Goodkind, reported on the new projects to Haifa University, the academy's co-sponsor, during a visit by the AJC board of governors there yesterday.

The "Academy Without Walls," is the brainchild of the AJC's director of Jewish community affairs, Yehuda Rosenman, who proposed it in 1971. "A survey established that most Jewish adults in the U.S. are ignorant of our religious and cultural heritage, and that most of them yearn for an education in depth in Jewish subjects," Goodkind told The Post yesterday. These people are busy in their professions,

without the time to take formal courses of study.

AJC's answer was to start a correspondence school at university level for each person to study in his own time. The AJC entered into partnership with the Haifa University, which grants academic credit to those who complete the courses.

"We have just completed the first year with an enrolment of 580 students and are starting simplified courses for those who find the university level too demanding," Goodkind explained.

In the first year, the academy offered 12 correspondence courses in biblical and Talmudic thought, history of American and Soviet Jewry, Judaism and Christianity and medieval Jewish thought.

The Academy Without Walls' first summer seminar on "Judaism and the Bible," will be held at the Haifa University from July 1 to 19 for students, their families and friends.

thirds of the House). Yeshayahu said that both the Basic Laws and their amendments should need a privileged majority.

The Speaker recalled that he does not normally take part in Knesset debates. He was doing so this time, however, because he was responsible for protecting the dignity and the status of the Knesset, which, he said, would be injured by this draft bill.

Justice Minister Zadok knew that Yeshayahu disapproved of the Basic Law, but he was reportedly taken by surprise when Yeshayahu sent personal letters yesterday to all the Knesset Members. Zadok is reported to be confident of getting a majority of the Alignment to support the bill, as well as most of the other factions.

Mr. Zadok's bill was adopted by the Cabinet some months ago. It is not known if Ministers were unanimous in its support, or to what extent any of them raised objections. An attempt to secure such legislation had been made some years before by the then Justice Minister, Y.S. Shapiro.

Constitutional bill

(Continued from page two)

West Germany and Austria — and in patterns of society different from Israel's.

If the Supreme Court became a constitutional court, he claimed, appointments to that court would become political in nature — something which has never before been true here. Moreover, appeals would be filed in the constitutional court on laws which were already at the focus of fierce public debate. The end result would be to detract from the dignity of the Supreme Court, as he felt had already happened when the Supreme Court handled public issues such as commissions of inquiry.

The Speaker also objected to another clause in the bill. This provides that Emergency Regulations would be considered as suspending or qualifying existing legislation if the Government so decided. He objected to the provision whereby future Basic Laws could be enacted in the Knesset by an ordinary majority, while amendments to those Basic Laws subsequently, would require a privileged majority (two-

thirds of the House). Yeshayahu said that both the Basic Laws and their amendments should need a privileged majority.

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21 YEARS in a row...

Speculation of army coup grows Peron shuts Congress to block ouster

BUENOS AIRES. — Political foes of President Isabel Peron have urged defiance of her order ending a special session of Congress to block action on demands for her ouster.

Mrs. Peron decreed the end to the session on Monday night during a 24-hour business strike that organizers said closed up to 90 per cent of the country's businesses and industries. The businessmen were protesting against the imposition of price ceilings and a recent wage increase.

There was growing speculation that the military would seize control of the government and try to impose economic and political stability.

A government announcement said Congress had been adjourned because of recent Cabinet shake-ups and the need for new legislation to bolster the economy. But political sources said the President was

afraid of a session of the lower house to have been held today, when her opponents were expected to press for her impeachment or resignation.

Congressmen from the centre-left radical Civic Union, the largest opposition party, said they would urge Congress to defy the order and declare itself in session. Mrs. Peron's order does not allow Congress to meet until its regular session on May 1, but the Senate and Chamber of Deputies could declare itself in a permanent session of protest by a two-thirds vote. The Peronist movement has a majority in both houses, but the movement is split between supporters and foes of the President.

Mrs. Peron's order also cancelled all bills pending in Congress, including one by small opposition parties calling for her impeachment on charges of mismanaging the government. (AP)

Cyprus talks resume

VIENNA. — U.N. Secretary-General Kurt Waldheim called on Greek and Turkish Cypriots yesterday to make concessions to each other as they opened a fifth round of talks on their island's future.

Glafkos Clerides, Greek Cypriot leader, and Turkish Cypriot leader Rauf Denktaş met with Waldheim separately at his hotel suite before the talks opened.

Waldheim said in his opening remarks that he convened the meeting on the assumption there would be substantive discussion of territorial questions, the federation of Cyprus and the powers of the central government.

"I feel strongly that, despite all

the difficulties, there are possibilities of progress in the course of this round of talks," Waldheim said.

Since his arrival on Monday, Denktaş said he would not move any from the concept of separate Turkish and Greek zones of Cyprus, linked by a weak central government.

Cypriot resident Archbishop Makarios, whose ouster in a coup triggered the July 1974 invasion of the island by Turkey, said in Nicosia the solution sought by Denktaş would mean partition of the island and elimination of the republic.

The Greek Cypriots want a unified state of Cyprus, containing an autonomous Turkish canton. (UPI)

IRA bombs two stores

BELFAST. — The Irish Republican Army kept up its bombing campaign in downtown Belfast yesterday, blowing up at least two department stores and setting off fires that threatened an entire block.

Three gunmen entered the Co-operative Department Store, planted a bomb on the ground floor and left, yelling a warning while panicked customers rushed to the doors. The gunmen ran only a short distance to Meenan's store where they repeated the performance before escaping in an automobile waiting with its motor running.

The explosions took place nearly one hour later. Police said no one was injured. The blasts set both stores on fire which were soon brought under control.

In England, the body of IRA hunger striker Frank Stagg left Western Ireland where the Provisional Wing of the IRA planned a martyr's funeral. Stagg's death last Thursday triggered the current wave of IRA attacks.

The departure of the body was delayed more than 12 hours because IRA sympathizers reported they were unable to find an English charter company prepared to fly the body to Dublin on the first leg home. Members of the British Transport and General Workers' Union, of which Stagg used to be a member, also declared they would not handle the return. (UPI)

Juan Carlos for U.S.

MADRID. — King Juan Carlos will visit the U.S. next June, the news agency Europa Press, quoting reliable sources, said yesterday.

The visit will be his first abroad since he became King on the death of Generalissimo Francisco Franco last November. Europa Press said he will leave for the U.S. on June 3. (UPI)

'The elevation of Jewish culture from the shtetl to the mainstream' Harvard to be major centre of Jewish studies

By DAVID LANDAU
Jerusalem Post Reporter

Harvard University will become a major seat of Jewish learning when plans announced this week for the Harvard Centre for Jewish Studies are realized. The Centre, a \$15m. venture to be supported by endowments, will include eight full professorships in various areas of Jewish scholarship, 24 graduate fellowships, its own publication programme, a huge Judaica library, seminars, symposia and public lectures.

The Centre will also host visiting professors and scholars from Israel and elsewhere.

Announcing the venture this week, the President of Harvard University, Dr. Derek Bok, said it would be "nothing less than a major step in the enrichment of Harvard University, the U.S., the Jewish People and the Western world." It represented "the joining of one of the major strains of culture in the Western world with an institution that has been a symbol of intellectual excellence."

The moving spirit behind the Centre is Harvard alumnus Gerard Weinstein, a New York businessman and treasurer of the American Jewish Committee, currently in Israel for the A.J.C. Board of Governors meetings.

When he went up to Harvard in 1935, Weinstein recalled in an interview this week, he recalled at a suggestion that he take a Jewish Studies course there. "That," he told his classmates, "is what I've come from Brooklyn to Harvard to escape."

Older now, and wiser, Weinstein sees the projected Harvard Centre for Jewish Studies as a vital instru-

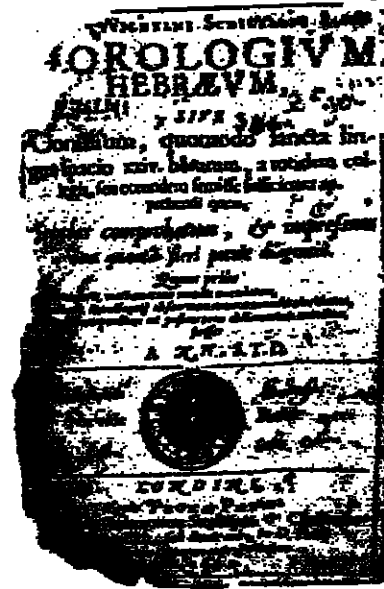
ment for preserving Jewish identity. He speaks of the university's espousal of the programme as a recognition of Judaism "as a culture," as the elevation of Jewish scholarship "from the shtetl" to the mainstream.

Hebrew itself has been taught at Harvard ever since the university's inception. The eminent Jewish historian Salo Baron, in a message of support to the Harvard Centre organizers, noted that the first Harvard graduating class in 1642 had had the choice of writing papers on: 1. "Hebrew is the mother of languages"; 2. "The Hebrew consonants and vowels are of equal age"; 3. "The Hebrew vowel does not form a syllable."

Harvard established its first chair in Jewish Studies in 1925, endowed by Congressman and industrialist Lucius N. Littauer, a Jew and Harvard alumnus. The first professor was Henry Austin Wilson, whose early education was in Lithuanian yeshivot and who graduated from Harvard in 1912. He was succeeded in 1958 by Prof. Isadore Twersky (son-in-law of the Yeshiva University Talmudic sage Joseph B. Soloveitchik). In 1970, a second Jewish Studies chair was established, and it is now held by Prof. Yosef Haim Yerushalmi. Harvard also has a 150,000 volume library of Judaica, the third largest in the U.S., headed by Curator Charles Berlin.

The new Centre will facilitate a four-fold expansion in the scope of Jewish Studies programmes — mainly post-graduate, but also undergraduate — offered at the university. The Littauer Foundation has donated \$1m. of the \$2.1m. already raised.

Weinstein is certain all the Jew-



This textbook used at Harvard in the 17th century promises "Hebrew in 24 hours."

Gerard Weinstein

ish scholars that Harvard will quickly be surpassed by teachers in other colleges. The number of American universities offering Jewish Studies courses has risen from 10 in 1945 to 100 today.

Many of the graduate students at the Centre will be non-Jews, through the school. Weinstein estimates that students in other departments will be family members, some will be family members, some will be family members.

The \$15m. target is to be entirely from endowments, foundations, companies and persons, since the university is suffering from Federal cutbacks. President Bok has sided enthusiastically in support for the Centre. Weinstein

Weinstein is chairman of a strong national committee at Harvard Centre, which includes businessmen, lawyers, and both Jews and gentiles will be active in raising money for the Centre. Weinstein has cited in a \$50,000 endowment fund, giving the Centre a theory that Arab pressure on the Jewish community is a "Honey-mitt" comprising such names as Isaac Hirsch, Salo Baron, Leonard Bernstein, and Leonard Simon Kimmela.

(Weinstein will speak at the Centre and on other new ventures at Harvard at a luncheon at the Harvard Club of Tel Aviv's Plaza Hotel. Interested alumni, he says, call 03-57293.)



Talks on Cyprus opened in Vienna yesterday under auspices of UN Secretary-General Kurt Waldheim, centre. Right, Glafkos Clerides, the Greek Cypriot leader; left, Rauf Denktaş, head of the Turkish community. (AP radiophoto)

'Capitalist roaders' are under fire in China

By DAVID ROGERS

PEKING. — The Chinese press charged yesterday that "capitalist roaders" had split the Communist Party's Central Committee and hinted that a major power struggle was underway.

A front-page article in the party newspaper "People's Daily" reported that rightists opposed to Chairman Mao Tse-tung had "usurped" the leadership of some departments.

Sinologists said the article, which was broadcast over Peking Radio, reflected serious divisions in the Peking hierarchy following the death of Premier Chou En-lai last month. In a surprise move earlier this month China named Public Security Minister Hua Kuo-feng as Acting Premier.

Since then a nation-wide anti-rightist movement has gathered force and wall posters have appeared in universities attacking Senior Vice-Premier Teng Hsiao-ping, who had been generally expected to succeed Chou.

Although the posters have not named Teng, they unmistakably allude to him as "China's second new Khrushchev," "a stringpuller" and "a capitalist roader" — the term used for Mao's enemies during the tumultuous cultural revolution of 1960s.

Yesterday's article said rightist deviationists had deliberately misinterpreted Mao's edicts in order to restore capitalism and to introduce revisionism.

"The capitalist roaders in the party are the root cause of split," the article said. "By confounding black and white they unscrupulously split the Central Committee of the Party headed by Chairman Mao and directed the spearhead against the great leader Chairman Mao."

The article claimed that in some departments "capitalist roaders" had usurped leadership and praised bourgeois intellectuals to the sky in an attempt to put them above party committees. (Reuters)

Sobbing Patty revisits flat

SAN FRANCISCO. — Patricia Hearst sobbed and nearly fainted on returning to the cupboard in a black ghetto flat here where she says she was held for weeks and raped by one of her Symphonies Liberation Army (SLA) kidnappers.

Lawyer Albert Johnson told a press conference, after Monday's visit with her trial judge and jury: "When she saw the closet at Golden Gate Avenue she cried. She sobbed. I thought she was going to faint." Johnson said the 21-year-old newspaper heiress was held in the cupboard — 47-cms wide and 1.5-metres long — for four and a half weeks.

The flat was one of two in which she says she was held by the SLA after being kidnapped in February 1974.

Miss Hearst is being tried on bank robbery charges in one of America's most sensational cases. Her main lawyer, F. Lee Bailey, says three brainwashing experts will testify how techniques used in Korea on U.S. prisoners were employed crudely on Miss Hearst. (Reuters)

Italian hunt for 'pay-off pair'

ROME. — The Italian police were searching yesterday for a prominent Rome attorney and a mysterious businessman alleged to have been agents in the Lockheed pay-off scandal.

The warrants of arrest issued by the Rome State Attorney were the first in the bribery scandal, which is said to involve Holland, West Germany and Japan as well as Italy.

The State Attorney charged the two — attorney Ovidio Lefebvre Dovidio di Balsorano de Cluniera, descendant of French nobility, and the woman executive, Maria Fava — with corruption. The accusations followed raids on Lefebvre's law firm and confiscation of bank records.

Lefebvre was identified in a 1970 Lockheed memorandum as the agent who passed \$50,000 to an unnamed Italian Defence Minister in connection with the sale of 14 C130 Hercules cargo planes. Two Defence Ministers, Christian Democrat Luigi Gui and Democratic Socialist Mario Tanassi, have both denied receiving any money from Lockheed.

Maria Fava headed a commercial firm named Com. El., unknown in business circles but which has been linked in the Italian press as an intermediary in Lockheed pay-offs. Investigators said they have alerted border points. (AP)

Bonn diplomat a spy, says Moscow

MOSCOW. — A West German diplomat here was yesterday accused in a report by the official Tass news agency of working for West German intelligence.

Tass said "competent organs," an apparent reference to the KGB security police, told a Soviet newspaper that embassy counsellor Eberhard Heyken had been working on the instructions of West German intelligence, the BND.

It was the first time for some years that charges of this kind had been levelled at a Western diplomat in the Soviet press. The accusation came at a time of strained relations between Bonn and Moscow over a programme on the Soviet secret police shown by West German television.

Bonn has protested to the Soviet government that several of its diplomats have been under extraordinary police surveillance by Soviet police, apparently as a result of the television programme.

In Bonn, the West German Government denied the allegation.

A Foreign Ministry spokesman said the charge was obviously in retaliation against recent claims in the West German media that Soviet diplomats were working as spies in Germany. (Reuters)

Japan executive denies getting U.S. 'peanuts'

TOKYO. — A managing director of Japan's Marubeni Trading Co. testified yesterday he signed receipts saying he received 500 "peanuts" from Lockheed Aircraft Corp. in 1973-74, without knowing that "peanut" was a code word for \$3,333.

Hiroshi Ito made the statement during two hours of questioning before the Japanese Diet (Parliament). He said that neither he nor Marubeni ever got any of the money.

The resignations of Ito and Toshikazu Ohkubo, another managing director of Marubeni, were announced last night by company President Taiichiro Matsuo. The resignations came a few hours after they and two other Marubeni executives testified before the Diet.

The Diet yesterday wound up two days of questioning of eight witnesses over allegations by a U.S. Senate subcommittee that Lockheed spent \$12m. secretly from 1958-73 to promote sales of its planes in Japan. The testimony left the Diet frustrated in its quest to learn who received the money Lockheed

says it channelled through influence peddlers to Japanese political and business leaders.

Prime Minister Takeo Miki said he will hold a news conference tomorrow to announce his government's next move.

Investigators for Sen. Frank Church's subcommittee on multinational corporations have hinted publicly that important Japanese were involved. However, U.S. Secretary of State Henry Kissinger says he is strongly opposed to further disclosures.

It reported he signed the four receipts for a total of 500 "peanuts" \$1.6m. at the request of Toshikazu Ohkubo, another director for Marubeni. Lockheed's official sales agent in Japan, Ito said Ohkubo told him he would never get into any trouble over it. The receipts didn't mention dollars. There were code words like "units" and "peanuts."

The Church committee says another \$7m. went to Yoshio Kodama, a wealthy backer of right-wing causes in Japan. Kodama was excused from testimony yesterday because of illness. (UPI, Reuters)

Wave of murders and arrests in Addis Ababa

ADDIS ABABA. — A tense atmosphere gripped the Ethiopian capital yesterday as an unspecified number of "reactionaries" including the central bank's governor, were held in a wave of arrests and killings.

Security forces shot and killed the former commander of the late Emperor Haile Selassie's Imperial Bodyguard, Maj-Gen. Kebede Worke, and prominent land-owner Makonnen Wossen in Monday's sweep, as briefly reported yesterday. A communique issued by the military government said they died while resisting arrest.

No other details have been released so far. But informed sources said those under arrest included Teferri Deguefe, manager of the central bank, a commercial bank branch manager, and widows of formerly high-ranking officials of the toppled imperial regime who were executed in November 1974.

The sources said an unidentified senior economic adviser of the government has fled the country. A midnight-to-dawn curfew has been imposed.

German skier defects

GRAZ, Austria. — East German skier Claus Tschudner, who placed fifth in the Nordic Combined event at the Innsbruck Olympic Games, defected from his team and wants to stay in Austria, police said yesterday. (AP)

Ministry of Education and Culture
Department of Teacher Education

SHAPELL COLLEGE OF JEWISH STUDIES— TEACHERS' TRAINING INSTITUTE

The Teachers' Training Institute is an integral part of the Shapell College of Jewish Studies and prepares men and women for teaching careers in Junior High and High School in the subjects of Talmudical and Biblical Studies.

The students are primarily from the United States and attend the Institute concurrently with their studies at the College. The programme is of three years duration. During this period, the student divides his day between in-depth analysis of Torah texts, and the studies of pedagogy, educational psychology, and didactics. Upon completing three years, the candidate may take the Ministry of Education examinations, and receive full certification. (A preparatory programme is available for students with a limited background in Judaism.)

The college buildings are centrally located within a short distance of the Hebrew University campus and the centre of town. The Institute offers full room and board, which is included in the tuition fee of \$1,500 per year. Address inquiries to: 2 Sderot Hameld Jerusalem, Tel. 02-525997

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SOLOIST: Vera Vaidman (violin)
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21 YEARS
in a row...

הכרזת מלכות

Mendel Kohansky at a recent Brussels Festival of Experimental Theatre.

IX COMPANIES from four countries participated in the festival of avant garde theatre arranged by the Brussels Theatre de Poche on the occasion of its 25th anniversary. The choice was rather haphazard, dictated as much by technical as by artistic considerations, and during the three days of the festival I saw some very good theatre as well as some irredeemably bad shows.

If I thought that total nudity was already old hat, three of the companies proved that the naked human form is still alive and well and living in the avant garde theatre in Europe and in America — and not necessarily where nudity is integral to the concept of the show.

Take for instance *Intro Phedra*, presented by the *Ourva* company of Brussels — variations on the theme of the tragic Greek heroine who committed near incest by falling in love with Hippolytus, the son of her husband Theseus. The text and action were put together from the plays on the subject by Euripides, by Seneca five centuries later, and by Racine in the 18th century. The actors spoke French, Greek and Latin, fortunately in very much of the same language, since they used their bodies rather than their voices. And the bodies were wearing a kind of bikini made of what seemed to be sheepskin which they were continually taking off and putting on for unclear reasons.

The hall was dark when we entered, following ushers who led us to mattresses spread along the walls. In four platforms set up in a cruciform arrangement stood the motionless actors, their semi-nude bodies painted gold, large sunglasses obscuring parts of their expressionless faces. They were waiting for the audience to take their comfortable seats before the action began.

It began with a shattering scream, then the passion of Phedra was told in a manner attempting to appear dual and primitive, with the use of a rhythmic movement, hieratic gestures, non-verbal chant, a primal scream. It ran for 70 minutes, without termination. When the performers led out of the hall and the lights went up, an uncomfortable silence hung in the air while the spectators stretched their cramped limbs.

The physical demands on the audience were even harsher in the *enny Arcade Peep Show* presented by another Belgian company, Le

Nudity with everything



The Penny Arcade Peep Show by Le Plan K.

Plan K. The show was based on the writings of William S. Burroughs, America's literary high priest of the homosexual and drug culture. It was performed in an abandoned church, whose stripped walls still bore traces of past Baroque splendour. Wrapped in our overcoats and mufflers, trying to keep our feet off the stone floor, we

spent 110 minutes in acute discomfort.

Three boys who started off wearing jeans (but soon took them off to remain stark naked) emerged from two huge, modular structures of shining steel, to start on a romp in which very few words were used. They ran in and out of the structures, pushing and banging them, the crashing sounds reverberating and echoing in the vaulted church, and producing tons of junk from inside the structures. Towards the end of the show a hose was brought in. Cold water spurted out, filling the hollows of the steel. The boys jumped in and out of the improvised pools, slithering over the smooth surfaces, their naked bodies gleaming with water — all this while we, the spectators, tried to bring back some life to our numb feet.

I knew I was not expected to "understand" the proceedings: they were intentionally devoid of logic, following instead a thread of free association, creating a hallucinatory picture of the evils of our civilization, of war, of the rape of the landscape, of the mechanization of life, of the mind-numbing effects of commercial advertising. But my hopelessly rational mind revolted against this deliberate irrationality, and I found myself relieved when the last crash of pounded steel died somewhere near the vaulted ceiling, and the wet naked bodies of the performers made their exit.

SEX, hetero and homo, were the theme of *Sweetbird* presented by the *Jonca Theatre* Ltd of the USA. Here, no words at all were used, the show being based solely on the eloquence of the handsome naked bodies of three boys and one girl. *Sweetbird* was unbelievably inane, tedious and pretentious, and totally humourless, as was the director with whom I spoke after the show.

The company has been working and travelling in Europe for more than a year now, on grants from various American foundations, including the prestigious National Endowment for the Arts, the young man told me. And such was his self-confidence that he didn't even flinch when I openly expressed my opinion that his show was pure junk (I used a stronger and unprintable expression), and I was enthusiastically corroborated by two other critics present at the conversation.

(This is the first of two articles)

The role of music in dance

By JOAN GASS

AT DANCE CONCERTS the movement generally commands more attention than the sound accompaniment. But Sunday evening's performance at Binyanei Ha'Ooma was an exception, for after the Israel Philharmonic Orchestra had played Verdi and Shostakovich, the two Bataheva Company dance numbers that followed could only be regarded as movement accompaniments to music.

This approach to watching and listening emphasized for me the dominant role of music in the dance experience. The Bataheva performers were in excellent form, although I have seen the ensemble reach greater peaks of unison excitement. Rina Schenfeld and Roger Briant were especially outstanding. Both of the dance compositions were composed especially for this company: *Mythical Hunt* by Glen Tetley in 1965 to "Visions" by Fauré; and "Trek" by Norman Morrice to Poulenc's "Concerto for Organ" in 1975. Both compositions were abstracted metaphors. In the first, sex is portrayed as a hunting ritual in which the predatory male is as much a victim as the female he snares. In the second, life is a journey in which brief sexual encounters figure along the way. Both compositions showed an influence of Martha Graham's style of movement contours and dynamic tensions.

Despite all their similarities, I found Tetley's choreography pretentious and bombastic, while the Morrice piece was interesting and pleasurable. Tetley's choreography was first of all replete with Graham mannerisms and even with quotations from some of her works: the men's opening parallels the women's circle in "Dark Meadow" as does the adagio procession of men carrying women. More serious than his copying of mannerisms was Tetley's superimposition of almost hysterical emotion on the ritual participants; the tension did not arise from the closing-in of hunters and prey nor was it built up. We were merely shown its presence.

Morrice, on the other hand, developed and varied his themes and along the way created many intriguing visual and dynamic patterns. What emotion there was, was embodied in the action. The Poulenc score for "Trek" with its long melodic lines, pleasing harmonies and gratifying structure undoubtedly contributed to my pleasure in the second dance.

But each choreographer must take the final responsibility — not just because he (presumably) chose his music for its expressive content and stylistic approach but because of the quantity of beauty and imagination he was able to invest in it.

It is rewarding to see combinations of art forms presented in this fashion. However, the artistic directors involved might consider more carefully the total effect of their programme. Two such dense, abstract pieces seemed to weigh heavily on the audience after a first half of pure, very solid music.

Dramatic bidding

BRIDGE/GEORGE LEVINREW

Both Vul			
North		East	
♠ 7	♠ 6	♠ 10 9 7 4 3	♠ 5
♥ A 6	♥ K 10 5	♥ Q J 6 2	♥ 7 5
♦ A K Q 8 4 2	♦ A K Q 8 4 2	♦ J 10 9 7 4 3	♦ Q J 6 2
West (D)	♣ 10 9 8 4 3	♣ 10 9 7 4 3	♣ 5
♣ 8 4 3	♣ 10 9	♣ 10 9	♣ 5
South		West	
♠ A 3 2	♠ K Q 8 5 2	♠ 10 9 7 4 3	♠ 5
♥ 10 9 8 4 3	♥ 10 9 8 4 3	♥ 10 9 8 4 3	♥ 5
♦ A 3 2	♦ 10 9 8 4 3	♦ 10 9 8 4 3	♦ 5
♣ 10 9 8 4 3	♣ 10 9 8 4 3	♣ 10 9 8 4 3	♣ 5

AS TODAY'S tournament deal unfolded, the drama left a never-to-be-forgotten memory.

West made the standard preemptive opening bid of three spades. North decided not to stop short of game, which would probably be in a minor suit. His hearts were so short that he bypassed the possibility of a contract of either three no-trump or four hearts, by bidding four spades. With this push South was clearly in favour of a slam, although where to place it was difficult to explore in the stratosphere of bidding. He decided to throw the ball back to North by a bid of five spades.

He recognized as a risk that North might bid diamonds, of which he was short, but his clubs by themselves were not inviting. North did bid six clubs and South took the risk of bidding seven clubs.

But there was more to come. West doubled. This was the lighter slam double — asking partner to make an unusual lead which West could trump. West had little to lose he thought, and hoped that East would lead a heart. The bidding was now passed around to South. He understood the significance of West's strategy. Rather than to be caught this way he bid seven no trump!

West's opening lead was the spade king. South counted and saw that if clubs and hearts split evenly there would be no problem. So he won with the spade ace and proceeded to attack with clubs. Here was the position after five club tricks had been played:

North		West	
♠ 7	♠ 6	♠ 10 9 7 4 3	♠ 5
♥ A 6	♥ K 10 5	♥ Q J 6 2	♥ 7 5
♦ A K Q 8 4 2	♦ A K Q 8 4 2	♦ J 10 9 7 4 3	♦ Q J 6 2
♣ 10 9 8 4 3	♣ 10 9	♣ 10 9	♣ 5
South		East	
♠ A 3 2	♠ K Q 8 5 2	♠ 10 9 7 4 3	♠ 5
♥ 10 9 8 4 3	♥ 10 9 8 4 3	♥ 10 9 8 4 3	♥ 5
♦ A 3 2	♦ 10 9 8 4 3	♦ 10 9 8 4 3	♦ 5
♣ 10 9 8 4 3	♣ 10 9 8 4 3	♣ 10 9 8 4 3	♣ 5

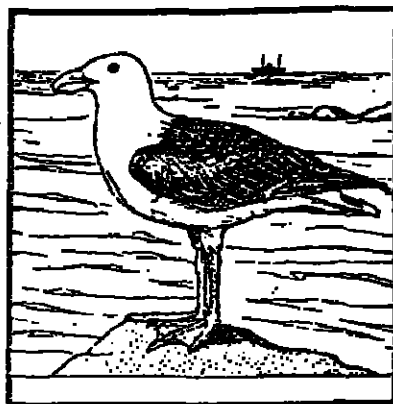
The play of the last club squeezed East. He could no longer keep controls in both diamonds and hearts, so the grand slam in no trump was achieved.

TWO SPECIES of seabirds, one from the Arctic and the other from the sub-Antarctic, found their way to the shores of Israel for the first time, as a result of last week's storm.

During a lull in a northwesterly gale, on Monday February 9, I found an immature long-tailed skua dead on the beach and its feathers stuck with tar. It had died quite recently, having apparently succumbed to the more than 50 kph wind, heavy rain and hail.

Skuas are powerful gull-like birds with hawk-like habits. They are known for their piratical harrying of other birds, forcing them to disgorge food which the skua then retrieves. There are four species of skuas, which are largely cosmopolitan in distribution. They are strictly pelagic and seldom seen from shore. Two species, the Arctic skua and pomarine skua are known from Israel. The long-tailed skua is distinctive for its central tail feathers, which are nearly half the length of its head and body.

The following morning, I again combed the beach and was delighted to come across a live long-tailed skua standing inconspicuously near the high tar-line. Upon seeing me ap-



New gulls discovered

By WALTER FERGUSON
Special to Jerusalem Post

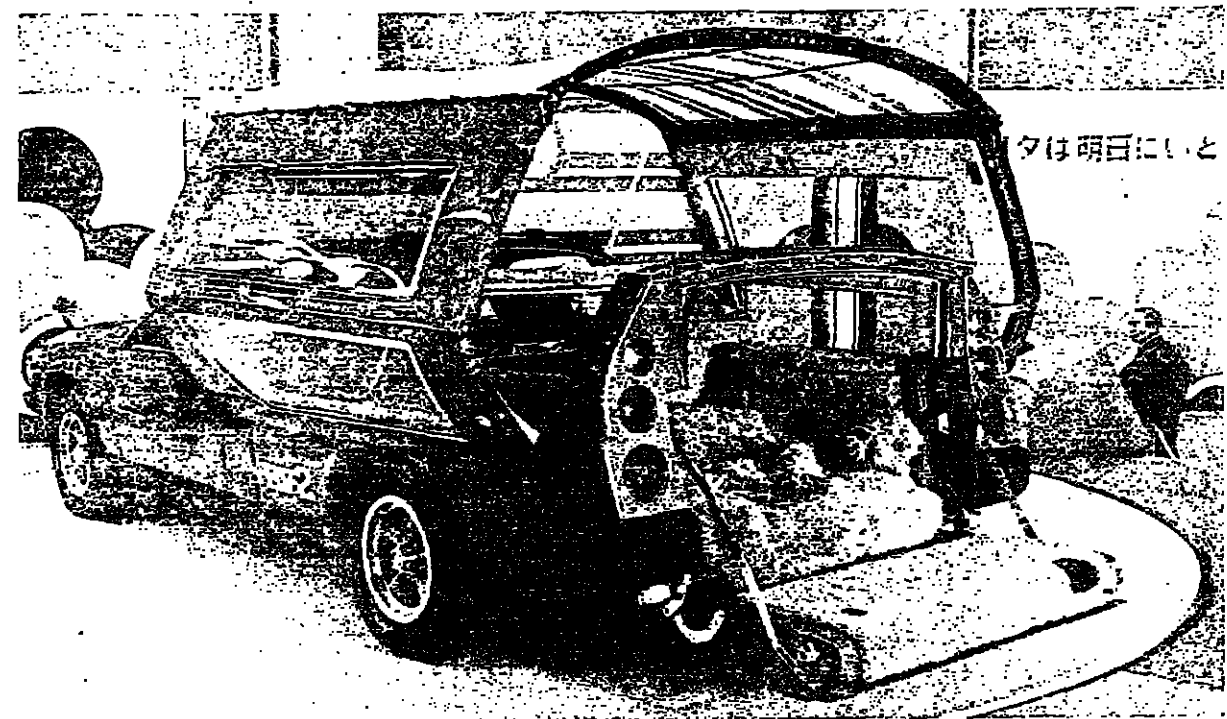
proach, it shook itself and sat down. Thinking it must be exhausted from the storm, I hoped to catch it. I got

within a few metres when it rose, glided off a short distance, alighted, and regarded me with suspicion. With my next move it raised itself with a few strong wing beats and disappeared into the distance.

That afternoon, as the wind and rain began to subside, I visited the shore near Maayan Zvi and discovered another apparent victim of the storm, a dead shearwater. Shearwaters, like skuas, are seabirds that come to land only to breed, but are far more numerous. Closely related to the albatross, they are the world's greatest travellers. Until now, three species of shearwaters were known in Israel.

The one I found resembled the Manx shearwater, which commonly plies our coast, but was considerably larger. It was the size of a Mediterranean shearwater but had a black, instead of a yellow bill. Close examination revealed that it was a greater shearwater, not known east of Sardinia. In fact, at this time of the year it should be on its way to Tristan da Cunha in the South Atlantic, the only place in the world where it breeds.

Both specimens have been preserved and are in the collection of the Tel Aviv University.



The Toyota 'sports' van. The hinged side panels can be folded out, allowing a canvas roof section to be inserted, which creates sleeping space for four.

HAPPINESS IS YOUR OWN VAN

CHARLES FOLEY/LOS ANGELES

WHAT IS the American Dream? This Delphic riddle may have been solved at last — and the answer is neither money, success, a double fudge sundae, becoming President, or marrying a millionaire. Funny thing is, it was there all along, but nobody saw it. It's a van.

For years, the humble Ford, Dodge or Chevy van was regarded as a purely utilitarian article. Today, it's a cult object, a youthful status symbol, the centerpiece of a whole new life-style. But these are not your plain, one-colour van ordinaires, with the bare cargo area, as driven by the local plumber.

They're mini-palaces on wheels, homes-from-homes, and — perhaps most important — mobile bedrooms safe from prying parental eyes. "Van conversion" has become a major Southern Californian industry, and the converters consider themselves artists, capable of supplying any interior or exterior transformation, however bizarre, the owner desires. At a price.

But no matter if it costs \$8,000-plus (some \$15,000) and offers low kilometrage to boot. This is something that's going to change

your whole life, make you the envy of the block, the girl who yawned in your face yesterday will clamour to ride with you today.

"I've installed mirrored ceilings, velvet walls, fur-covered walls, quadrophonic stereo, ice-boxes, wash-basins, air-conditioning systems, water-beds, beds with satin sheets — you name it," says one Los Angeles conversion artist, who has a waiting list about twice the length of his arm. Exteriors are no less gaudy. On the California freeways, the vans spin along like iridescent bugs. Rainbow-coloured panels may frame hand-painted murals showing flowers, clowns, a World War II battle scene, the U.S. flag. The small windows are curtained with brilliant cloth, dashboards padded or covered with shag-rug materials. Dull conventional tyres are replaced by outsize racing specials, sun roofs are added, and coat upon coat of "Kandy-Kolored" lacquer — perhaps as many as 40.

Those who start with a raw van, costing around \$4,000 (about \$12,000), can expect to spend at least another \$4,000 on their customizing job, but now Ford, Dodge and Chevrolet, the three top van-makers, have entered the field with hotly competitive show vans of their own. These commercial versions, however, are inevitably uniform in appearance — Holiday Inn rooms on wheels — but they can be added to by the imagination.

The commercial show van costs a minimum of \$6,000 but many have been so "improved" by customizing that their owners say the value can rise to \$30,000 or more. No one seems to know how the craze began.

Whatever its origin, the auto-makers are delighted at the advent of the show van. Last year, they sold around 500,000 truck and passenger vans against 200,000 a decade ago. Detroit estimates that about a third of these were bought for "personal usage," i.e. conversion of some kind. This year promises to be the biggest ever for sales. The industry can't keep up with the demand, and would-be purchasers are already ordering '77 models.

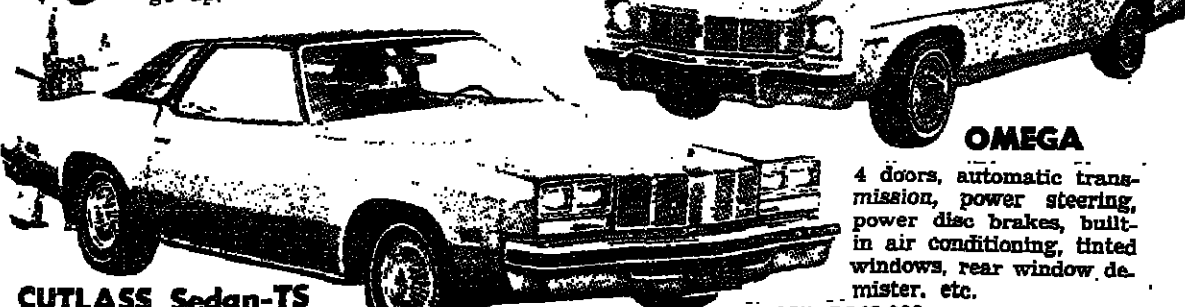


'Hands,' by Aliza Auerbach, one of the photographs in the exhibition 'Young and Old in Israel' now on show at the Israel Museum in Jerusalem. Other photographers taking part in the show are David Harris, Rachel Hirsch, David Rubinger, Richard Scherwin and Shalom Bar-Tal.

Oldsmobile '76

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Don't delay! Order before prices go up, and VAT is introduced.



OMEGA

4 doors, automatic transmission, power steering, power disc brakes, built-in air conditioning, tinted windows, rear window demister, etc.

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76 Derech Patah Tikva, Tel Aviv, Tel. 3525/6; 2 Rehov Han'emanim, Haifa, Tel. 52306; 70 Rehov Yafa, Jerusalem, Tel. 222093.



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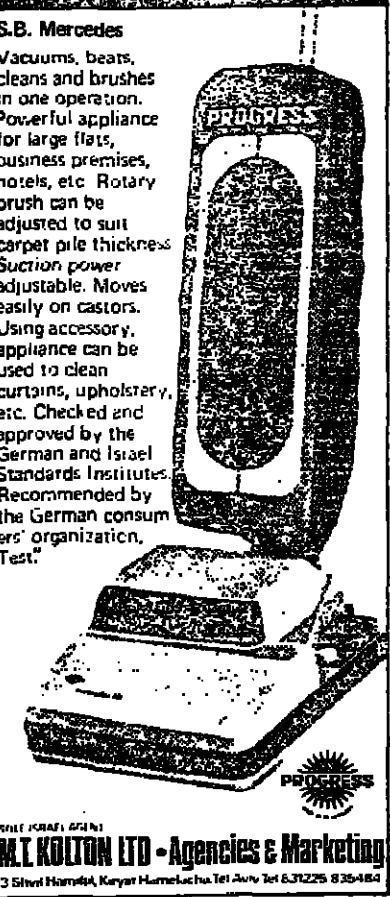
SHOLEM ALEICHEM

read and acted by
ELIAHU GOLDENBERG
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on Saturday, Feb. 21, at 9 p.m.
Tickets IL20, from the King David Hotel.

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Vacuums, beats, cleans and brushes in one operation. Powerful appliance for large flats, business premises, hotels, etc. Rotary brush can be adjusted to suit most pile thickness. Suction power adjustable. Moves easily on castors. Using accessory, appliance can be used to clean curtains, upholstery, etc. Checked and approved by the German and Israel Standards Institutes. Recommended by the German consumers' organization, Test.

IN THE GOOD OLD DAYS...



Once upon a time you could get up in the morning and find your two morning pick-me-ups on the doorstep. Times are changing and you may now have to go to the grocer's for the milk. But the Jerusalem Post can still be there, every morning. Yours to enjoy. Why not have it delivered straight to your front door, everyday. It's even cheaper that way. Something else that's special these days. Just fill in the form below and send it to the Circulation Dept., The Jerusalem Post, P.O.B. 81, Jerusalem (we'll do the rest).

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My cheque for _____ is enclosed

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section

MOST PREFERRED PRODUCT POLL — 1976

Dr. Moshe Mandelbaum, Director General of the Min. of Commerce and Industry, at 1976 Most Preferred Product Ceremony:

"ISRAEL MUST MOVE UP TO THE FRONT RANK IN PRODUCT QUALITY"

The impressive ceremony of distributing the Israeli "Oscars" of the production and services branches, as they are affectionately called by the organizers, was recently held in the reception hall on the 12th floor of Tel Aviv Town Hall.

More than a hundred manufacturers and company managers — a record number in the history of the Poll — were present to receive certificates, written confirmation of excellence, following their selection by the public in the annual Yediot Aharonot Poll. Noah Moses, the Responsible Editor of Yediot Aharonot, opened the proceedings. He greeted the winners and guests, and said a few words on the late Ze'ev Sacher, the personality from the advertising world who started the Poll 21 years ago, and ran it in conjunction with the Yediot Aharonot staff until his death. Shlomo Lahat, the Mayor of Tel Aviv, congratulated those at the "top of the tree of material production." The title, "Most Preferred Product" has special importance," said Mr. Lahat, "since it is bestowed not by a panel of judges, but by the public."

Tradition of hosting ceremony

Mr. Lahat said that our toughest test is that of raising quality in all



Dr. Moshe Mandelbaum

areas of life. Exports, also, will develop only if they have the backing of products that have earned a name for quality over the years.

"We have undergone an important process of development in recent years," said Mr. Lahat. "We first thought that our achievement was our actual existence in a secure state. We now see that this is not enough. The central problem is production. We must export or die. It is our duty to praise those people and plants that achieve production goals, but we must not be satisfied with what has been achieved. We

must continuously strive for the improvement of production and services."

Mr. Lahat said that he was pleased to extend the Municipality's patronage to the Poll, and for the ceremony to be held in the Town Hall. He recalled that his predecessor (who is today the Min. of Finance) Yehoshua Rabinowitz, started the practice of Tel Aviv hosting the ceremony.

In his remarks, Dr. Moshe Mandelbaum, the Director General of the Min. of Commerce and Industry said: "A small people must be experts in preferred products. We must show that we understand production and exporting, and must not be satisfied with second place. We must move forward into the front rank on the world scene, in matters of product quality." Mr. Mandelbaum said that in recent years there had been an improvement in the quality of Israeli products. He admitted that there are still consumers, even government departments, that prefer to buy imported products. Some local products spoil goodwill they may earn. We must fight this phenomenon. He told his audience that the Min. of Commerce and Industry has set up a team, under the leadership of the President of the Manufacturers Association, Avraham Shavit, which has been charged with proposing methods for improving the goodwill enjoyed by Israeli products.

Promoting Quality

Avraham Shavit, the President of the Manufacturers Association, said that considerable importance attaches to promoting quality. Yediot Aharonot's Most Preferred Product Poll is one of the important factors in this endeavor. "If we succeed in raising the quality of all our pro-

ducts to that of those represented tonight, our economic future will be rosy," he said.

Prof. Louis Guttman, Scientific Director of the Israel Institute for Applied Social Research, explained that Dr. Zvi Malkon, who directed the Poll research this year, held interviews in their homes with all the families that participated in the Poll. He found that the public is alert to the question of product quality, and that a considerable number of products and services have earned the public's praise. The Most Preferred Product Poll generates considerable interest. Eytan Ezrahi, the Chairman of the Advertisers Association, said that advertising had an important part to play in making the consumer aware of quality in Israeli products. He called on the organizers of the Poll to increase cooperation with the Advertisers Association, in order to broaden this operation.

Uri Ovnat, the Chairman of the Advertising Association, expressed the opinion that advertising helps the public become more conversant with products and services. This year, which may have many difficulties in store, this point is more important than ever: the concepts of consumerism are being increasingly adopted by the public, and the fact that a product is chosen as "Most Preferred" will help its sales considerably.

After the short speeches, representatives of the products chosen came up one at a time to the flower-decked presentation table and received a certificate, to the applause of the audience. The certificates were presented by the Mayor and Mr. Feinstein, the manager of the Poll. The Master of Ceremonies for the evening was Mr. Shaltiel of Tel Aviv Municipality.



The presentation table at the Most Preferred Product ceremony in Tel Aviv Town Hall. From left: Dr. Moshe Mandelbaum, Director General, Min. of Commerce and Industry; Eytan Ezrahi, Chairman, Advertisers Association; Prof. Louis Guttman, Scientific Director of the Israel Institute for Applied Social Research; Alexander Moses, member of Yediot Aharonot's editorial staff; Shlomo Lahat, Mayor of Tel Aviv; Noah Moses, Responsible Editor of Yediot Aharonot; Avraham Shavit, President of the Manufacturers Association; Uri Ovnat, Chairman, Israel Advertising Association.

Reliability of Israeli Products should be improved by Eytan Ezrahi, Chairman Advertisers Association

The Most Preferred Product Poll, which is conducted under the auspices of Yediot Aharonot, has just celebrated its 21st birthday. Every enterprise in the public domain that continues its efforts over the years is worthy of encouragement and appreciation. How much more does this apply to an enterprise like the Preferred Product

Poll, in which competitive commercial interests are involved, and which is accordingly of considerable significance.

The public nature of the Poll necessitates an appropriate responsibility and attention to details. This is not a simple matter—we are not here concerned with the selection of products by a panel of judges, but by a public opinion poll. Correct selection and phrasing of questions and ensuring that answers are relevant are of paramount importance; possibly there is room for these aspects to be reconsidered, particularly in respect of services and perhaps also in regard to classification of products. The term, Most Preferred Product, must be clearly defined. Does the term refer to quality, taste, advertisements, use, price?

The Advertisers Association, as the organization representing most of the manufacturing, importing, marketing and service companies, that advertise their products — and who does not need advertising to gain acceptance? — congratulates the Poll, its staff and the respon-

sible officers. The Association is willing to participate in the and to offer advice and take of the responsibility, for the of objectivity of standards in order to promote the "Most Preferred Product" concept. This is made in the hope that it will raise the standard of products, services in this country, and belief that he who strives for quality, responsibility, and reasonable will reap his own reward. Reliability of Israeli products and services should be improved.

MOST PREFERRED PRODUCT POLL 1976

THE LEADERS

NATIONAL ORGANIZATIONS

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National internal airline
BANK LEUMI LE-ISRAEL
Bank
EGGED
Tours Company
EL-AL
International airline
HASSNER
Insurance company
KOPEL CONCERN
Travel and tourist agents
KUPAT HOLIM KLALIT
Health insurance institute
SHIKUN OVDIM
Housing company
SOLEL BONEH
Building contractor
TROMASBEST
Prefabricated structures

GENERAL INDUSTRY

ALAD
Knitwear and jersey products
ALLIANCE
Tyres
AMCOR
Refrigerators
AMCOR/AMATZ
1. Electric storage heaters
2. Electric boilers
AMCOR/AMNUE
Washing machines
AMCOR/AMRON
1. Cooker hoods
2. TV sets
ATA
1. Men's trousers
2. Bed linen
3. Raincoats
4. Synthetic fabrics
ATMOR
Car air conditioners
BLACK AND DECKER
Power drills
CARMEL CARPETS
Carpets
EDDISON
Razor blades
EMKA
Electric toasters
FIAT
Private cars (up to 15 hp)
GENERAL ELECTRIC
Irons
GOLAN
Plastic furniture
HA'ARGAZ
Metal office furniture
HAMAT
Bathroom equipment
HAMGAPEE
Sports shoes
HAZOREA
Household furniture plant
HELENA RUBINSTEIN
Women's cosmetics
HERMES — Represented by Madi Typewriters
HERTZ
Car hire

HOGLA

Household paper products
HOOVER
Vacuum cleaners

HULIOT

Plastic household and kitchen-ware
IZHAR
1. Shaving cream
2. Shaving foam

KENWOOD

Electric food mixers
KLEEN
Dishwashing cleanser

TIP — KLEEN

Washing-machine powder
KODAK
1. Cameras
2. Films

LAHAV

Slide projectors
LAHAV
Men's shirts

LEE

Jeans clothing
LEGO
Children's toys

LEIFHEIT

Mechanical carpet sweepers
LODZIA
1. Men's and women's underwear
2. Men's and women's socks

MAGEN GOLDMAN

Steel safes and cash boxes
MAGOR
Car towing

MIBOMIT

Solar water heaters
MOTOROLA
Radio communications equipment

NAMAN

Porcelain tableware
NANAS — produced by Hootan Ltd.
Stainless metal sponge

NECA 7

Toilet soap
NECHUSHTAN
Lift manufacturers

NIRA

Women's blouses
OLIVETTI
Office calculators

ONEG

Folding and children's furniture
ONITAH
Carbon paper

PAZGAS

1. Suppliers of gas
2. Gas heaters
PARKER
Ball-point pen

PICK FABRICS

Blankets
POLGAT
Knitting wool

PTREX (Sedex, France)

Represented by E. Spector —
Heatproof glassware
RAY-BARIAH
Security locks

REGRA

Kitchen furniture
ROSEN
Towels

SEIKO

1. Ladies' wristwatches
2. Men's wristwatches
SHARP
Electric pocket calculators

SHAVIT OVENS

Ovens and gas cookers
SHOSHANA
Ladders

SINGER

Sewing machines
SOLOG
Children's and babies' clothing

SONY

1. Transistor radios
2. Tape recorders
3. Stereo sets
TABAC ORIGINAL
Cosmetics for men

TADIRAN

1. Electric lamps
2. Dry batteries
3. Air conditioners
4. Car radios

TELAD

Telephone equipment
TRISSOL
Shutters

VULCAN

Car batteries
WESTINGHOUSE
Dishwashers

KEIROX — Represented by Madi Facsimile copying equipment

FOOD INDUSTRY

AS
Sausage manufacturers
ASSIS
1. Squashes and citrus fruit juices

2. Canned fruits and vegetables
3. Jams and preserves
ATLANTIC
"Bakala" fish

CARMEL ORIENTAL
Wines and spirits
COCA COLA
Soft drinks

ELITE

1. Instant coffee
2. Chocolate
ETZ HAZAYITH
1. Edible oil

2. "Zebra" toothpaste
3. "Royal" shampoo
FROUMINE
Biscuits and bakery products

NESHER BEER
Beer
RICHARD LEVY
Canned meat

STRAUSS

Icecream and water ices
SUORAZIT
Artificial sweetener

TA'AMI

Baby food
VITA
Soup powders

COMMERCE AND SERVICES

ALITHA
Lampshades shop, Tel Aviv
ANNETTA
Beauty parlour, Tel Aviv

BEGED OR

1. Fashion leather clothing manufacturers
2. Leather fashion outfitters
CALIF
Night club, Tel Aviv

FARAG PHOTO STUDIOS

Photo studios, Tel Aviv
IWANIE
1. Fashionable women's clothing manufacturers

2. Women's outfitters, Tel Aviv
KATZ FLOWERS
Florist, Tel Aviv

KESHEIT

Dry cleaning and laundry
KRAVITZ
Office supplies stores, Tel Aviv

MARS

Furniture store, Tel Aviv
O.B.G.
1. Fashionable men's clothing manufacturers

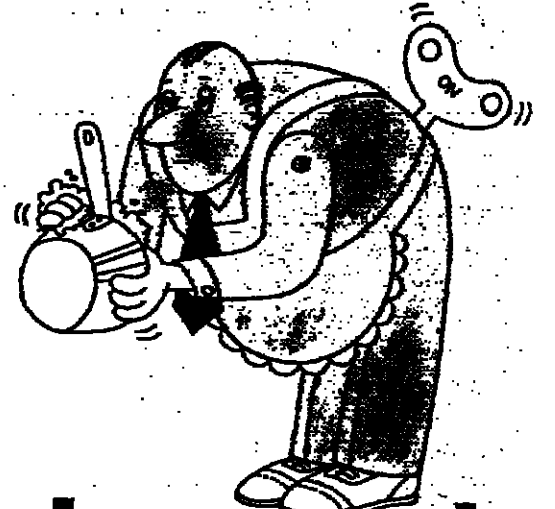
2. Men's outfitters
SALON MERKAZI
Electrical appliance dealer, Tel Aviv

SHOSHANIM HALLS

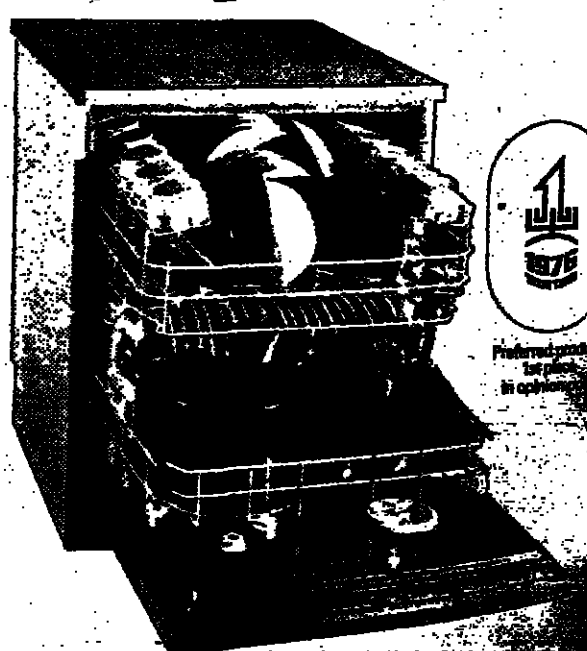
Hall for weddings, Tel Aviv
STEIMATZKY
Book shops

WEIGHT WATCHERS
Slimming institute
ZION
Restaurant, Tel Aviv

don't
be a
dishwasher



buy one!



Handles up to 14 place settings (162 items).
Stainless steel washing chamber.
Automatic water softener.
10 washing programmes with provision for delicate items.
Automatic soaking of soiled kitchenware.

YOU CAN BE SURE IT'S
Westinghouse
electra
A subsidiary of CMI Industries

Research:
Institute of
Applied Social
Research, Jerusalem



THE COMPANIES THAT WON FIRST PLACE IN THE
1976 MOST PREFERRED PRODUCT POLL
CONDUCTED BY YEDIOT AHARONOT,
IN COOPERATION WITH SACHER ADVERTISING LTD.

הכרזה האחרונה

Most Preferred Product

Presented by Sacher Advertising

Most Preferred Product Poll: 21 years of achievement

A pretty young girl entered the store protesting loudly to her mother, "I asked for peanut butter, not worm chocolate." The mother regarded her disinterestedly, took the chocolate from her, gave her another bar without saying a word. He would have forgotten the incident quickly (the many similar incidents) if not the girl reported it to her mother. At that time, her father, Mr. Sacher, was secretary of the Merchants' Association. He immediately took the chocolate incident as typical of one of the undesirable symptoms of Israeli commercial life. The same day, he tried to Tel Aviv to meet with Yehuda Moses, the publisher of "Yediot Aharanot." Together, they came out with a simple original idea: competition for service and other services for product quality and better relations.

That same year, 1954, the first "Most Preferred Product" Poll was held in Tel Aviv. In each of the 21 years since, "Yediot Aharanot" have held a "Most Preferred Product" poll, in cooperation with Sacher Advertising. The project has promoted the prestige of many manufacturers, and become a motive for improving products, services, courtesy and business in commerce.

At the present time, the public is beginning to economize, and many people are adopting new buying patterns. More than at any other time, a person buying a product relies on the advice of his friends. The public has begun to adopt buying patterns contained in such slogans as "Check the product before you buy" and "Play safe — buy the product with a name."

The Most Preferred Product Poll is essentially a poll. It is not tied to the cost of living but rather to what might be termed a "prestige of a product in the eyes of the public." This is Israel's "commercial oscar." Manufacturers, exporters, and service companies see the project as a prestige competition, and manufacturers who consistently come first in the regard this fact as showing that public thinks of their product as most popular and accepted.

Mr. Sacher, who died a few months ago, said last year, just before the publication of the Most Preferred Product certificates: "The opinion of the public cannot be regarded as a substitute for the laboratory examination of a product, or a



The late Mr. Ze'ev Sacher.

check by the Standards Institute. It is clear that the public is guided by impressions and not by scientific criteria — but this shows up one of the advantages of the poll. A "dry" examination based on scientific methods and standards cannot replace natural human reactions to a product — the examination must be seen as supplementary to the reactions. A product which passes scientific tests can fail because of bad packaging, unsuccessful marketing, or wrong advertising. We must remember that companies are not only required to pass scientific product examinations — they must also succeed in the market. To this end, the examination must also relate to the factors which influence the results of public opinion polls: size, colour, packaging, price, etc. A marketed product is intended for the public, and the public will decide if it wants it — or whether it prefers a competitor's or an imported product. It follows that it is the public that decides which products meet its demands."

The Most Preferred Product poll does not go into the quality of a product, judged on the basis of its technological or chemical constitution. It is concerned only with the popularity of products. The fact that the public — the consumer — is the judge in the Poll underlines the fact that the products that the public found most reliable were also the most popular. Again to quote the late Mr. Sacher: "Once a year the poll tells us what the public thinks about various products on the market. This, in effect, amounts to a prestige test for the products."

DISPLAY WINDOW

Since the start, the poll has had an enthusiastic reception by the public, and has been regarded post-

tively by manufacturers and industrialists. The first poll in 1954 was conducted by students who questioned passers-by in the big cities regarding which products and traders they most preferred. The answers were subsequently sorted, and the most preferred products, and companies named.

The late Abba Khoushy was patron of the first award ceremony, which was held in 1954 in Haifa Town Hall. Subsequently, the poll and the award ceremony were praised highly by public personalities, mayors and ministers. In addition to the means of obtaining an immediate improvement in the level of services, trading practices and product quality, these people saw the project as a lever by which Israeli economy could be moved to revitalize itself, and to bring it to a position in which it could compete with foreign manufacturers. One year later, the project was broadened to cover the whole country. In 1955, more than 24,000 people were interviewed for the poll. Traders here learned that the well-known saying "The customer is always right" is not empty words. The austerity years (the fifties) and the period of government supervision of commerce were nearly over and commerce was returning to normal. Politeness and fair trading became necessary conditions for commercial success. The certificates then awarded by "Yediot Aharanot" identified those business houses which met these criteria.

The "Yediot Aharanot" poll has become an influential factor in Israeli commerce. With the development of commercial life and the rise in the standard of living in Israel, there has been a continuing demand for better products. The housewife began to demand pleasant, attractive packaging. When the customer had the choice of a varied range of goods, the shopkeeper could no longer allow himself to disregard customer relations. The element of competition had returned to the Israeli market and the manufacturer had to take the customer's requirements into account. In this way, the "Yediot Aharanot" poll presented manufacturers and businessmen with a new, stimulating challenge. As judges, the public is extremely exacting, and manufacturers understood that to win the confidence of their judges, the public, and thus to obtain their votes, they had to improve product quality and establish a good customer relationship.

A further advantage of the "Yediot Aharanot" poll: the competition engendered every year by the poll between some of Israel's largest manufacturers and business houses is an important factor with a long term influence on the national economy, influencing as it does our prospects for competing with products produced overseas and of breaking in to foreign markets.

Secret of Success: Continuous Striving for Progress

Prof. Louis Guttman, Scientific Director,
Israel Institute for Applied Social Research



Prof. Louis Guttman

Making good in the market depends on many factors. One important consideration is the quality of the product or service. It is not sufficient that the quality suits the customer. The buying public must be made aware of this fact. The Most Preferred Product Poll serves to check the Israeli public's awareness of the quality of products and services in all branches of the economy. The Poll represents a complex and comprehensive market research. The experience of the Israel Institute for Applied Social Research allowed it to employ suitable methods for handling this delicate complicated subject.

The task of the Institute is to provide the best scientific information to those who determine policy in all sectors of the economy — national corporations and local concerns. The process comes full circle when the results of our research provide an accumulating fund of information to an efficient research service for the Israeli economy.

The present poll involved interviewing more than 1,700 adults from the urban Jewish population. These people were chosen so as to form a representative sampling of all sections of the population. The interviews were conducted in the homes of those interviewed by the Institute's interviewers, who received special training for this project. These interviewers worked under the supervision of the Institute's centres and means were taken to ensure that interviews were conducted correctly.

The economic advancement of the country depends on increasing the quality of goods and services, and

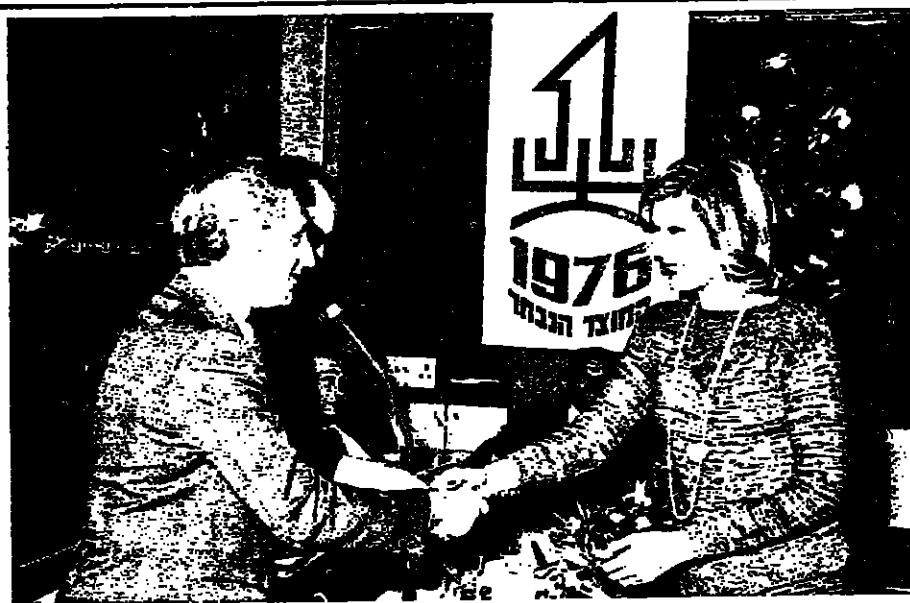
of heightening awareness of the need to do this. This is equally true of the domestic market and of exports. For example, the encouragement of tourism to Israel is largely dependent on applying this principle. Furthermore, if we succeed in giving Israeli products a positive image in the minds of Israelis, it will facilitate the projection of this image abroad. The Most Preferred Product Poll has the effect of interesting suppliers and manufacturers in this aspect of marketing, and thus succeeds in one of its central objectives. In this sense, the Poll, for which the Israel Institute for Applied Social Research — a public body — provides the research services, fulfils a function for the public good.

It is clear that one of the factors giving success in the Poll is a continuous striving for progress, a factor which, more than any other, contributes to the prosperity of the Israeli economy.



Mr. Avraham Nussen, Managing Director of Helena Rubinstein in Israel, receives the "1976 Outstanding Product" award from Tel Aviv Mayor Shlomo Lahat.

Helena Rubinstein, world-renowned for its beauty products, has won the Israel award year after year, thanks to the high quality of its skin treatment and make-up products. (Communicated)



Mr. Shlomo Lahat, Mayor of Tel Aviv, handing Daphna, daughter of Annetta, a certificate confirming the nomination of the Annetta Beauty Salon as "most preferred, 1976." This is the 21st consecutive year that the Salon and Perfumery have been chosen as the most popular in Israel. (adv.)

Chosen again —

ZION Restaurant

as the best, most popular restaurant in Israel



Mr. Shlomo Lahat, Tel Aviv Mayor, handing Mr. Zion Levi, proprietor of the Zion Restaurant, a certificate of excellence, following the nomination of the Restaurant in polls.

This is the fifth consecutive year that the Zion Restaurant has been chosen for honouring with the highest award in the restaurant branch. On the strength of its polite service and superior menu, the Restaurant has again been chosen as "best, most preferred" in the 1976 Poll. (adv.)

niba No. 1 IN FASHION



Mr. Shmaya Baruch of Niba fashion, receiving his "Most Preferred Product 76" certificate from Mayor Shlomo Lahat.

Niba fashion is an "outstanding exporter" of women's blouses and dresses, men's shirts, designed by Gideon Oberon — Israel, Franck Olivier — Paris, Paolino — Italy, and Sarit — Israel.

ALONE AT THE TOP



This year, again
CAEMEL Wines and Spirits
have been nominated
"Most Preferred Product"
and the "Best Buy"

CARMEL
RISHON LEZION & ZICHRON JACOB

21 YEARS

in a row, Most Preferred Product

Furniture for children and youth • Garden and veranda furniture



WEDNESDAY, FEBRUARY 13, 1976 • VOL. XLVI, No. 13633

Arsenal for aggression

WHEN ISRAELI SOLDIERS crossed the Suez Canal in the final days of the Yom Kippur War, they discovered staggering amounts of Soviet-made weapons and ammunition, abandoned by the retreating Egyptian troops. The sheer quantities were beyond any conceivable wartime Egyptian needs. The only rational explanation was that much of the deserted equipment had been stockpiled by the Soviets for their own use elsewhere.

This would have been completely in line with the established Soviet practice of "leasing" military hardware to client states. The client keeps the arms on its own territory, saving the Soviets inventory space, but ownership remains with the Kremlin until the arms have been paid up in full. Meanwhile the equipment may be delivered by the Soviets, on their terms, to third parties in circumstances favourable to Soviet interests.

It was this very arrangement which enabled the Soviet Union in 1972 to rush the arms from Egypt to India which assured the defeat of the army of Pakistan.

The arrangement came to an end after the Yom Kippur War, with the gradual weakening of ties and the rise of antagonism between Cairo and Moscow. But the Soviet Union was not slow in finding ready substitutes for Egypt as stockpiling centres for its interventionist aims. To the west of Egypt there was Libya, previously the Kremlin's *bête noire*, which has lately received more Soviet weaponry than it could man for several years. And to the east, there was Syria.

The prodigious amounts of arms which the Soviet Union has showered upon Syria during the past two years have only in part been meant to compensate the Syrian army for the losses in the Yom Kippur War and to prepare it for another encounter with Israel. A vast section of the Syrian arsenal is designated as strategic reserve which the Soviets are entitled to despatch wherever they please in Asia or in Africa.

This is now confirmed by intelligence reports, quoted in this week's issue of "Time" magazine, which state that "Syria has become a sort of stockpile from which Soviet planes, guns and tanks can be drawn for service in trouble spots like Angola." There is little doubt that much of the Soviet armour used by Cuban troops to win the Angolan war for the MPLA — and therefore for the Soviet Union — has indeed come from stocks in Syria.

According to the "Time" version, the stockpiled Soviet arms in Syria are manned not by Soviet "advisers," as was the case in Egypt, but by Cubans, of whom there are reported to be some 4,000. This is now denied by Israel sources in a position to know. The only Cubans in Syria, we are assured, consisted of one armoured division deployed in the Golan Heights during the war of attrition which followed the October 1973 cease-fire, and they have long been gone.

But this is a matter of minor importance. It may in any case be assumed that the Cubans, had they still been here, would have avoided getting caught in an Israeli-Syrian cross-fire. What is of cardinal importance, on the other hand, is the fact that Syria has now become an acknowledged springboard for aggressive Soviet intervention all over the Third World. Yesterday it was Angola, tomorrow it may be Angola's neighbours, Zaire or Zambia, or any other country considered ripe for the imposition of neo-colonialism Soviet-style.

This is one fact that must be borne in mind in assessing Syria's current moves for expansion of its influence and control west towards Lebanon and south towards Jordan.

ISRAEL PRESS

Russia panics over Brussels

MA'ARIV (Independent) commenting on the Second World Conference on Soviet Jewry, which opened yesterday, notes that "the Soviet Union's reaction to the Brussels Conference verges on hysteria... It has good reasons for opposing this conference — its timing, as well as the composition of the participants, and, above all, the nature of its subject." The paper feels that Brussels will prove a genuine success only "if it becomes the starting-line — and not the finish — for renewing the struggle and fighting, on a world-wide scale, for Russia's gates to be opened wide to let out all those hundreds of thousands of Jews only waiting for the signal. The Soviet reaction is telling proof that the chances for such a struggle are favourable," the paper concludes.

YEDIOT AHARONOT (Independent) urges that Russia's reaction be taken with the seriousness it deserves: "If Russia had wanted to convince the conference participants that she is not against us, all she needed to do was publish a simple announcement to that effect via Tass... But we are facing something quite different. Moscow has decided to transfer her war on the Jews and Judaism from Russia to the wider spaces of the outside world, imitating Goebbels." The paper goes on to warn Jewish leaders in Brussels to "ensure, first of all, the physical safety of their conference, which opens today." DAVAR (Established) says "the signs of panic being displayed by the Soviet regime are due to the fact that it is under attack from many quarters, including Western Communist parties. Also, there are growing doubts in the West about the value of détente, which is being exploited by the Soviets for acts of intervention and repression in various parts of the world."

AL HAMISHMAR (Mapam) notes that despite the more liberal image the Soviet Union has been trying to project since the Helsinki Conference, it is still denying Soviet Jews the right to emigrate. The Brussels Conference is anathema to it because, if successful, it will once again place the issue of Soviet Jewry before the free world and generate pressures with which Moscow would rather not have to cope. Moreover, the experience of the past few years has shown that the most effective way to fight for Soviet Jewry is to do so openly.

IN ITS OWN EYES, the Soviet Union today is a technological giant, second in might only to the United States, which has contrived to combine economic efficiency and social justice. This self-image, which is also constantly projected abroad, is pure myth: the giant turns out to have feet of clay. But it is worth examining in some detail.

It is worth examining for at least two reasons. Firstly, because a proper assessment of Soviet industrial and military power is vital to the understanding of the global balance of power. Secondly, because a correct analysis of Soviet performance may help a great many nations the world over who are eager to find out whether they would profit from application of the Soviet economic and social model.

Western experts, regardless of politics, are virtually unanimous in their verdict that the Soviet system of planning is not working very well at all. The system may rightfully claim success in focusing national resources on certain priority projects, such as the construction of the mammoth Kama River truck factory, in the Tatar republic. But even there success is only a hair's breadth away from dismal failure, as shown in the fact that the Kama River plant, built with Western machinery, is already behind schedule, and will

most likely be delayed at least seven years beyond the original opening date.

To some experts, however, this is somewhat misleading, because the largest single sector of Soviet economy — the military industry — is immune from the vagaries of planning, being run in fact on the principles of the market mechanism. The reason: while civilian consumers have no choice but to purchase that which is offered to them, the army officers are free to reject any item of equipment which does not meet the standards and requirements of the Ministry of Defence.

This is true, but irrelevant. Precisely because they are subject to market forces, Soviet military goods are very costly in comparison with civilian goods. Had the entire Soviet economy been operated on similar lines, it most likely would have

collapsed under the weight of soaring prices. If the inefficient Soviet economy is able to survive, and even expand, it is only because it commands huge natural resources which may be exchanged for Western farm products and for Western technology.

Strictly speaking, of course, it is not technology but only equipment which is imported from the West. Yet without Western organization — and, most importantly, Western democratic management — there is little hope for the efficient use of the imported machinery. On the other hand, the introduction of Western technological mentality into the Soviet Union would threaten the entire Soviet system.

THIS LEADS US to the question whether the Soviet model could be usefully applied to other, developing societies. But first, what is the Soviet

Developing nations attempting to base their economies on the Soviet model are not likely to reap much benefit, writes Mikhail Agursky, who points out that it is not the system but its plentiful natural resources which shore up the creaking Soviet economy. But reform would be a threat to the regime.

Soviet non-economics

model? As a rule the most characteristic feature of the model is assumed to be the so-called socialization of the means of production. In Classical Marxism, this was the necessary and sufficient condition of a rational economy and a just society.

But Classical Marxism was conceived in the early industrial age, when methods of production were fairly simple. Marx's model was the typical 19th century textile mill, which consisted of a set of identical machines easily manipulated by untrained labourers. Since then industrial processes have grown so much in sophistication that even a trained engineer cannot cope with more than a part of the manufacturing field.

This is why an outright socialization of the means of production in our day leads not to the abolition of

capitalism but rather to the emergence of capitalism in its absolute form — in the form of the state-monopoly capitalism, places in the hands of a ruling not only the physical means of production but the entire social order which is supposed to regulate all the most negative aspects of latter-day capitalism as proposed by Marx and Lenin.

By copying the Soviet model, the developing nation therefore itself not so much of the progress of progress, as of the very cost which are most likely to make backward and inefficient. Unless the developing nation happens to be settled in an area in natural resources, its modelled economy will also be hopelessly dependent on aid from the Soviet Union, at least in the short run. That is the principal reason the Kremlin's eagerness to transplant even its model to the most backward of the world's nations. But it will not be recipient nations very much.

Dr. Agursky, a cybernetics expert at the Hebrew University, is now with the East European research center, Hebrew University.

bridge appealed to the family doctor who agreed to talk to him.

"When am I going to do that?" asked the astonished husband when the doctor had explained what was required. "Saturday night's a good time," he was told. "You can have a lie-in on Sunday morning."

The wife was delighted with his subsequent performance. "Eh, lad," she said, do you suppose we'll have a baby, then?"

"I bloody well hope so," replied her mate. "I'm not saving this lark every Saturday night."

SOME READERS mistake the purpose of Agony Columns and write simply to dish out advice or even to spread good tidings. One proud parent wrote to the "Daily Express" to say he had discovered a perfect way to keep children quiet, "you put them in the bath and pour in a pound of sprats."

"Woman's Own" once printed a letter which seemed to belong to the Do-It-Yourself mags. "My aunt has a mania for boiling things," the reader confessed. "On having trouble with her sewing machine she put it in the boiler and boiled it. When the machine was taken out it was as good as new."

There are, however, wet blankets who use the columns to propagate their own brand of dottiness. One pious reader of the "Belfast News Letter" posed a question which really advocated adding to the burden of religious intolerance which has been destroying that unfortunate city. He had a pet budgie, he explained, and "have made a practice of disconnecting his swing each Sunday and not putting it back in use till Monday morning. Is this in accord with strict Christian principles?"

Sometimes the writer is simply bursting to tell the whole world about something he or she's experienced. They are bubbling over with it and must get it off their chests somehow.

The most famous letter ever to appear in the old "John Bull" was from a reader who'd travelled on the same bus as an unfortunate school boy whose head was stuck in a vase. His mother was taking him to the hospital.

"Presumably to avoid attracting attention," the reader concluded, "she had placed her son's school cap on top of the vase."

(This is the first of two articles.)

READERS' LETTERS

"DRY BONES" WITH PREJUDICE

To the Editor of The Jerusalem Post: — Like so many readers regret not cutting out and cutting all the captivating and witty "Bones" cartoons. So I would suggest that Ya'akov Agur publish his collected works added to those of "Achy Cappy" on my shelf.

Furthermore, I am of the opinion that "With prejudice" by Beryne is of lasting value. It is that many would agree with an anthology of his work. I have enjoyed immensely. Finally, his own art work, the book is a hit.

Somewhere in Israel, Tel Aviv

The first "Dry Bones" book in the stores this week. Mr. Beryne anthology will be a hit.

FUND RAISING IN CANADA

To the Editor of The Jerusalem Post: — In your editorial of 20, you explained the fund-raising rather complicated structure of Keren Hayesod.

However, your statement that U.J.A. operates only in the States and Canada is not correct. Canada is one of the "other countries" where fund-raising responsibility of the U.J.A. Hayesod.

Your mistake is due to a misnomer: our campaign to raise money to help the Jewish people in Israel is called "Campaign" and represents — in our large cities — a part between the Keren Hayesod and the local needs.

Canada is not only one of the other countries, but dollar — largest contributor to the Hayesod.

R.E. HEN
President, U.J.A. Metropolitan
Toronto, February 5

Take Israel home with you.

You're having a marvelous trip, and to prove it, you have pictures, slides, maybe movies, ceramics, books, jewelry and assorted agurot. Soon you'll have wonderful memories... and a stronger relationship with the people of Israel. If you want to continue that relationship you'll have to keep up with what's going on here.

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